



STRIKE!

APRIL 25, 1938 10 CENTS

SPRINGTIME IS

IN WARM WEATHER YOUR PRECISION-BUILT
ENGINE NEEDS THE POSITIVE PROTECTION
OF THE WORLD'S LARGEST SELLING OIL.

MOBIL OIL TIME!



Mobil oil!

SOLAR



ENJOY COMPLETE "DRAIN OUT WINTER" SERVICE



- 1 **YOUR ENGINE PROTECTED.** Your Mobil oil dealer drains out dirty winter oil...puts in fresh summer Mobil oil.
- 2 **RADIATOR WORRIES ENDED.** Out comes rust and scale...in goes Mobil Hydrotone to stop corrosion.
- 3 **GEARS "HUSHED."** Gritty, worn gear oil is drained out...replaced with correct grade of summer Mobil oil Gear Oil.
- 4 **CHASSIS SQUEAKS STOPPED.** Over 45 parts protected with summer Mobilgrease. Costly warm weather wear prevented.

HAVE YOU HEARD your first robin? Breathed that fresh spring air? Then you must be longing to get in your car and go!

There's lots of fun ahead...but before you start, do this: Get rid of the dirty winter oil in your crankcase... change to fresh summer Mobil oil!

Mobil oil is specially refined to keep your precision-built motor safe in warm-weather driving...to stop trouble-making wear...cut down costly repairs.

Millions of motorists change to Mobil oil each spring...simply because it's better economy to get the world's best summer oil. It'll pay you to stop at your nearest Mobil oil dealer's today!

MOBIL OIL AND MOBIL GAS

SOCONY-VACUUM OIL COMPANY, INC.

AFFILIATES: MAGNOLIA PETROLEUM COMPANY—GENERAL PETROLEUM CORPORATION



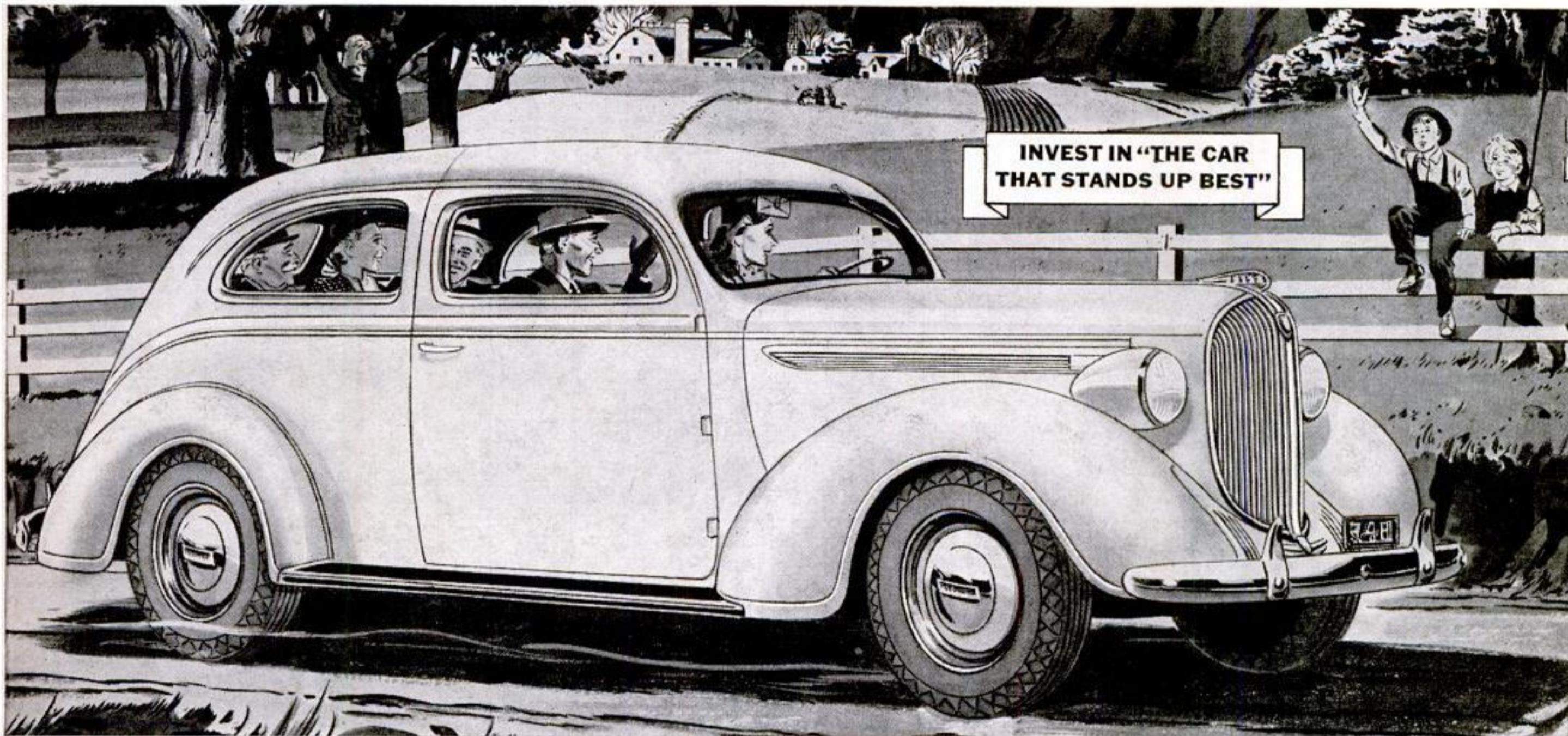
"IT'S CALLED THE "Roadking" AND THAT'S EXACTLY WHAT IT IS!

IN "RIDE" This big Plymouth has the most sensational ride in the lowest-price field.

IN SIZE Of the three leading lowest-priced cars, Plymouth is nearly 7" longer than one; more than 10" longer than the other.

IN POWER Every Plymouth model has the same big, 82-horsepower "L-head" engine... giving brilliant performance.

IN ECONOMY The "Roadking" saves money on gas, oil, tires, all upkeep. Get the facts.



BEFORE you decide on any low-priced car, look at the many important advantages that Plymouth *alone* offers.

No other low-priced car has "radio studio" sound-proofing...patented Floating Power engine mountings...airplane-type shock-absorbers.

For your safety: double-action hydraulic brakes...all-steel body...Safety Interior.

Take a ride in the big, new 1938 Plymouth today! Telephone your Dodge, De Soto or Chrysler dealer. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

PLYMOUTH

"Roadking" \$685
5-PASSENGER SEDAN

Detroit delivered price. Plymouth "Roadking" models as low as \$645... "De Luxe" models slightly higher. Prices INCLUDE ALL FEDERAL TAXES. State, local taxes not included.

MAJOR BOWES' AMATEUR HOUR, COLUMBIA NETWORK, THURS., 9-10 P.M., E.D.S.T.

PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"
THE "DE LUXE"

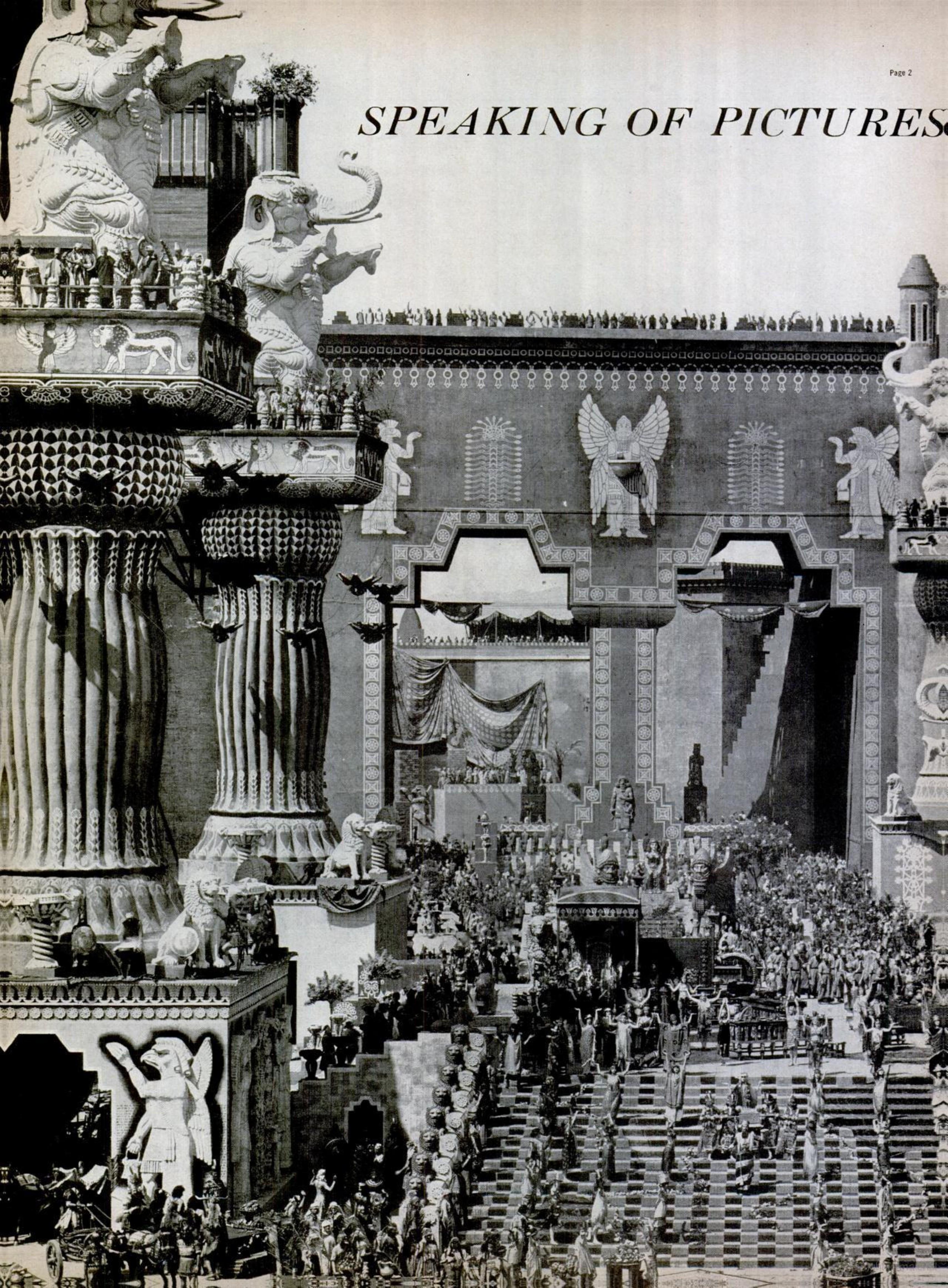
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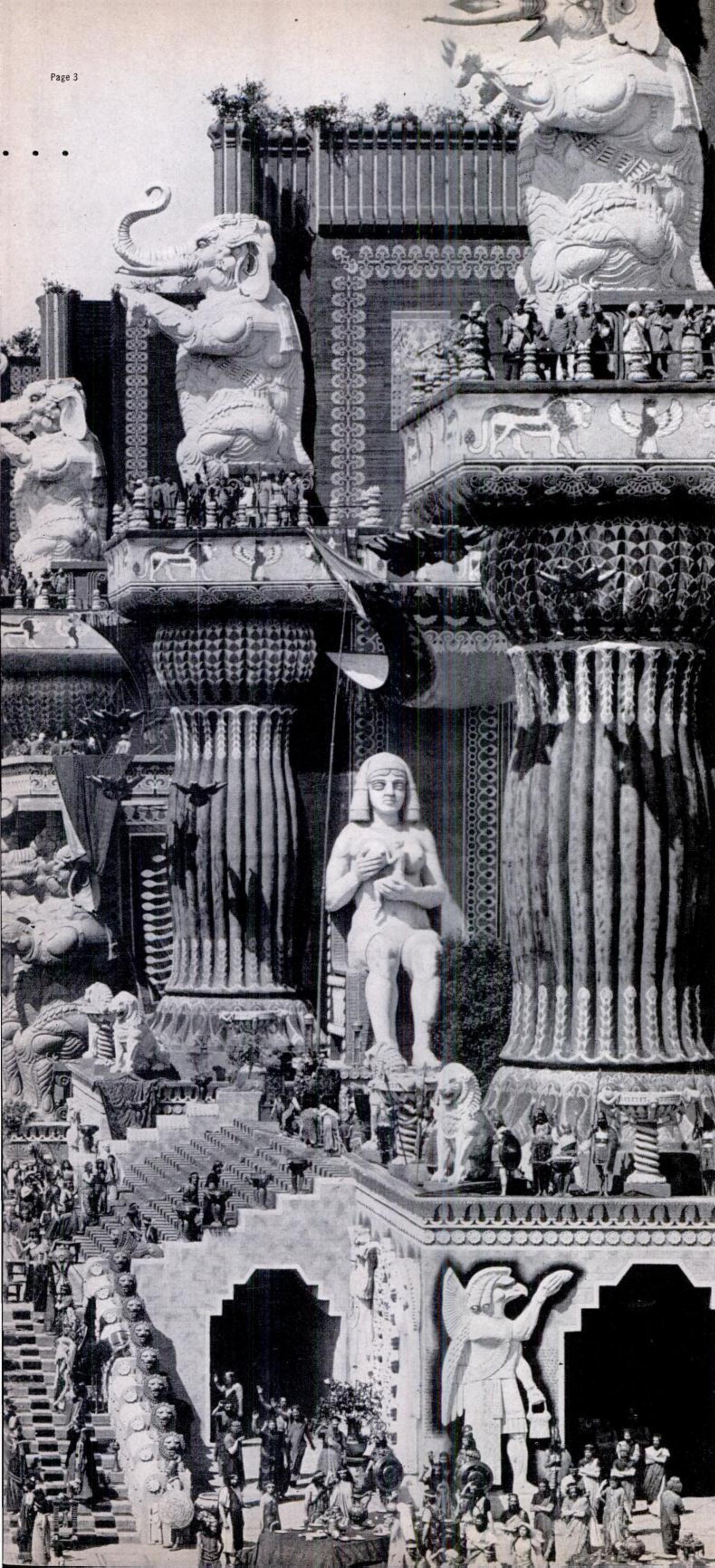


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SPEAKING OF PICTURES





... GRIFFITH'S
MOVIES ARE NOW
MUSEUM PIECES



GRIFFITH AS AN ACTOR IN 1907

The motion picture industry will forever be in debt to David Wark Griffith. He was not only the first great film director, the man who uncovered the vast dramatic possibilities of the moving picture camera, but he was also the first producer to justify the use of the cinema's most cherished adjective: colossal. By any standards, movie or otherwise, the scene at left is colossal.

It is from *Intolerance*, which Griffith made in 1916 at a reported cost of \$1,500,000. This crowded pageant represents a feast at the court of Belshazzar, ruler of Babylon. In it Griffith used a thousand extras, then dwarfed them all by a stupendous set which towered 300 ft. in the air and stretched for a half mile along Sunset Boulevard in Hollywood. Somewhere among the slave dancers are such later notables as Carmel Myers, Mildred Harris Chaplin, Alma Rubens and Colleen Moore. *Intolerance* was Griffith's second super-production. The first was *The Birth of a Nation*, most celebrated film ever made, which has grossed almost \$18,000,000 and is still shown occasionally today. *Intolerance*, an attempt to portray the evils of hypocrisy and betrayal through the ages, was a brilliant but confusing work of art.

David Wark Griffith is now 58 years old and he no longer makes films. His last, released in 1932, was a failure. Though his films are still well-remembered and still influence the making of virtually every modern movie, they have become valued museum pieces. Recently Mr. Griffith himself acknowledged this fact by presenting complete copies of most of his great works to the Film Library of The Museum of Modern Art in New York. His gift included *Orphans of the Storm*, *Hearts of the World*, *Broken Blossoms*—all of them hardly more than a generation old, yet already ancient history in the movies.

**WELL GROOMED**

When you've closed your trousers with a TALON slide fastener, you know they're *properly* closed! You know there are never unsightly gaps or bulges.

**SPEEDS DRESSING**

The TALON fastener is *one* closing — not *five*! It opens or closes with one easy motion!

"One pair of Pants sold me for Life!"



BYGONE... Old-type flies often have untidy gaps and bulges.



MODERN... The TALON slide fastener is a neat, smooth closure.

**NEEDLES ARE NEEDLESS**

Unlike old-style closures, the TALON fastener can't break off. It works smoothly no matter how frequently your trousers are cleaned or pressed.

IT LOCKS

The TALON trouser fastener can't come open by accident — it locks securely at the top! It is invisible when closed... and doesn't catch underwear.

TALON Slide Fastener

Reg. U. S. Pat. Off.

made by TALON, Inc.



TRY THE TALON FASTENER ON YOUR NEXT SUIT — AND YOU'LL NEVER GO BACK TO THE OLD WAY

Reg. U. S. Pat. Off.

SPEAKING OF PICTURES

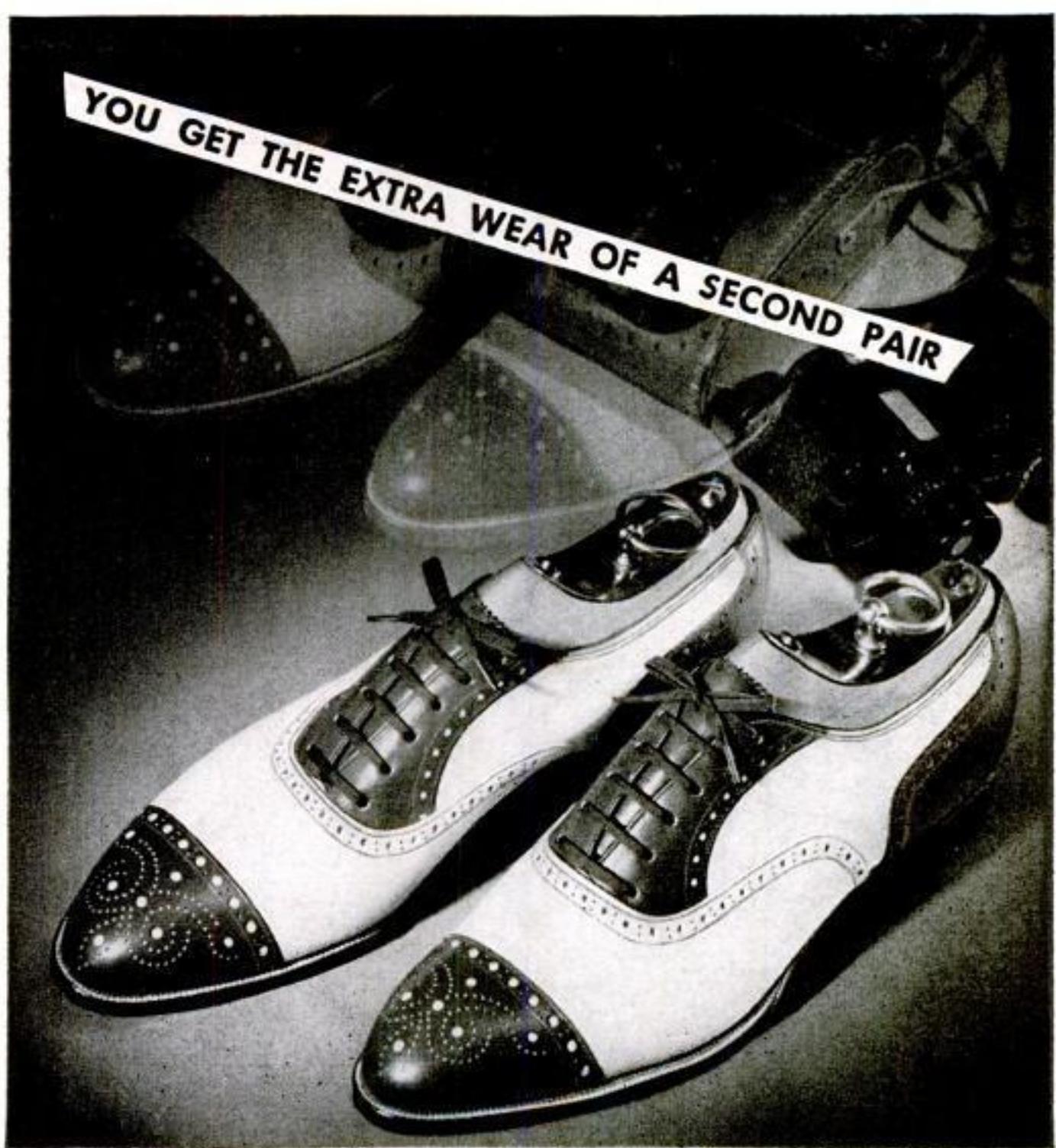
(continued)



"Rescued from an Eagle's Nest," made in 1907, marked Griffith's film debut. For \$5 a day he acted a mountaineer (*see picture on previous page*) who retrieved a babe that had been carried away by an eagle (stuffed) to its nest on a mountain crag.



"Way Down East" was a 1920 Griffith tear-jerker. Above, Lillian Gish, deserted by her baby's father and thrown out of the Squire's house, wanders desperately onto an ice floe. Richard Barthelmess, the Squire's son, rescues and marries her.



Step into Florsheims AND STEP INTO Savings

Good looks in Florsheim Shoes are not just surface deep . . . nor good fit a passing promise. The qualities that win you to Florsheims from the start stay right with them to a far-distant end . . . because Florsheims are built to give "the extra wear of a second pair." They'll go on delivering superb service long after most shoes would have quit. Good buymanship says, "Buy Florsheims." It's the sensible way to save. *Style illustrated above, The LELAND, S-774, in genuine white buckskin with tan calf trim.*

Most genuine buckskin styles \$10

Most regular styles \$9⁵⁰

The
FLORSHEIM
Shoe

The Florsheim Shoe Company · Manufacturers · Chicago

New

WILDRONT
Hair Tonic
WITH OIL

**BETTER
LOOKING
HAIR**

IN HALF A MINUTE

THE 3-ACTION HAIR TONIC

1 QUICK EASY GROOMING! At last! The time-tested Wildroot Hair Tonic formula plus pure vegetable oil that relieves dry scalp. Keeps hair neatly groomed without that slicked-down look. Mild pleasing scent fades away after using.

2 REMOVES UGLY DANDRUFF! Will your scalp stand the fingernail test? Use Wildroot with Oil every morning. Massage half a minute. See how its cleansing action removes dandruff, relieves itching, leaves scalp cool, clean, refreshed.

3 HELPS CHECK PREMATURE BALDNESS! By removing the dandruff crust which acts as a covering for seborrhoeic eczema, the common scalp infection which science blames for 70 to 80% of early hair loss. Get Wildroot Hair Tonic with Oil today! For a generous trial bottle, send 10¢ in coin or stamps to Wildroot, Dept. B-3, Buffalo, N. Y.

WILDRONT Hair Tonic WITH OIL

IMPORTANT—Wildroot with Oil does not replace regular Wildroot Hair Tonic, preferred by millions who like a non-oily tonic. On sale at drug counters and barbers everywhere.

LETTERS TO THE EDITORS

Birth of a Baby*

Sirs:

As a mother of three growing boys (aged 12, 15 and 17), I want to thank you for your wonderful article on "The Birth of a Baby" (LIFE, April 11).

It is beautifully done and the boys reacted so naturally to it—I was simply delighted. Volumes of "words" could never tell them half as well as those few pages of pictures.

MRS. JOHN G. PETRITZ
Chicago, Ill.

Sirs:

A personal salute to you for the satisfaction my two young daughters, aged 7 and 5, expressed after they saw and had explained the pictures of "The Birth of a Baby."

Their baby brother, born two years ago, furnished them with excellent information, but their constant complaint was, "Mommy, if we could just see!"

Now they may see, and as they grow older, refer to this much-needed, visual, simple explanation.

MRS. HERBERT RESNICK
Wichita, Kan.

Sirs:

When my copy arrived last Friday, I read your letter first and then the entire issue, so I was prepared for the school librarian when he asked me, whether the issue should be placed in the library or whether the four centre pages should be deleted. I told him to place the entire issue without deletion in the library and to say nothing about the whole thing and watch results.

The reason I did this was because I had decided to do the same thing in my own family where I have children, the oldest of whom are 11 and 8. They always are waiting for LIFE when it arrives on Friday, and the boy who is 8 got it first and was reading it when I heard him shout to his sister, "Come see these pictures of a baby being born." They looked at it together and then took the magazine to their mother to ask some specific questions. She answered them frankly and, after gathering the information that LIFE had to give, they have apparently forgotten about the whole matter.

CORNELIUS BRETT BOOCOCK
Headmaster
Haverford School
Haverford, Pa.

Sirs:

As a mature mother of three sons, I am aghast at your temerity in permitting the reproduction of these birth pictures in a magazine such as yours. It is a grave offense against everything that constitutes good taste, and a veritable betrayal of all womanhood in this country by permitting the most holy, most sacred occurrence in life to be held up to the vulgar gaze of the curious, the morbid, the immature.

MRS. F. W. HEHMEYER
Caldwell, N. J.

Sirs:

There was nothing particularly objectionable about the Baby pictures, but it

seems to us that they were utterly out of place in a magazine of general circulation; just a matter of poor taste, like talking about your operation at a dinner party.

MR. & MRS. PAUL L. VITTUR
Lakewood, N. Y.

Sirs:

No doubt you'll catch plenty of hell for today's LIFE. For me, however, it's a godsend. Only yesterday my 8-year-old was questioning me regarding the actual birth of a baby. This will make it easy for us fathers who are "mothers" too.

My best so far was to say that babies were "laid"—just like eggs.

JOHN A. SHARTLE
Troy, Ohio

● Out of thousands of letters, both pro and con, LIFE had received virtually none, up to the time this issue went to press, which claimed that any specific child reacted unfavorably to the birth pictures. On the other hand, hundreds described favorable reactions.—ED.

Sirs:

We welcomed the opportunity of being able to bring the truth of this natural miracle to our two boys (junior high students) in such a forceful and, at the same time, dignified manner.

We hope to be able to witness the original motion picture although the enclosed clipping from the Nashville *Tennessean* seems to preclude that possibility. What an insult for the intelligence of the people! By evening of the day of this item's publication it was impossible to buy a copy of LIFE and the news dealers report that their supplies were practically exhausted before our great and wise mayor had his breakfast of star dust or whatever one must eat to be convinced of one's right to dictate what is good for 160,000 people to read.

H. GILBERT STEWART
Nashville, Tenn.

● Latest reports indicate that not more than 10,000 copies, all over the country, were confiscated by police. In some places, like Chicago, a ban was placed on LIFE but later lifted. In others, like Pennsylvania, the ban came too late to affect distribution. Besides Pennsylvania and Canada, LIFE was banned in about 33 cities and towns, notably Boston, New Haven, Hartford, Providence, The Bronx, New Orleans, Memphis, St. Louis, Birmingham, Newark and Portland, Me. New England had the most bans; there was none except St. Louis west of the Mississippi. The first test case, in New Haven, resulted in removal of the local ban. A second test case was started in The Bronx where LIFE's publisher sold a copy and submitted to arrest. The case was to come up on April 19.

Meanwhile, in Washington, D. C., 300

*Out of a deluge of letters, LIFE has chosen to print, as most significant, chiefly letters from parents. Since the April 18 issue went to press, additional letters of approval have been received from many distinguished persons. A few of them follow: Beatrice Tucker, Medical Director of the Chicago Maternity Center; Dr. Reginald M. Atwater, executive secretary of the American Public Health Association; William Jay Schieffelin, vice president of the New York Society for the Suppression of Vice; Bailey B. Burritt, general director of the Association for Improving the Condition of the Poor; Carl Heye, president of the Guardian Life Insurance Co.

Dr. Paul Titus, president of the American Association of Obstetricians, Gynecologists and Abdominal Surgeons; Dr. Morris Fishbein, editor of *Journal of the American Medical Association*; Dr. Kendall Emerson, managing director of the National Tuberculosis Association; Dr. Elizabeth M. Gardiner, director of the Division of Maternity, Infancy and Child Hygiene of the New York State Department of Health;

Dr. A. A. Brill; Dr. M. P. Spearman, editor of *Southwestern Medicine*; Dr. George W. Kossmak, editor of the *American Journal of Obstetrics and Gynecology*; Dr. Adolf Meyer, psychiatrist in chief of Johns Hopkins Hospital; Dr. Walter Alvarez of the Mayo Clinic, Rochester, Minn.

Rev. F. Elliott-Baker, of Calvary Episcopal Church, Louisville, Ky.; Rev. Paul Scherer of the Lutheran Church of the Holy Trinity, New York; Rabbi Stephen Wise; Rabbi Israel Goldstein; W. D. F. Hughes, preceptor of the Boys Boarding School of the Cathedral of St. John the Divine; Professor John Erskine and Professor Clyde R. Miller of Columbia University; Professor Ernest R. Groves, of the Institute for Research in Social Science of the University of North Carolina; Harold E. Jones, director of the Institute of Child Welfare, University of California.

David B. Treat, director of Public Health Education, Flint, Michigan; Wilton A. Barrett, executive secretary of the National Board of Review; Lewis Gannett, Edna Ferber.

(continued on page 8)

TEACHER'S

Perfection of Blended
SCOTCH WHISKY



86 PROOF



"It's
the flavour"

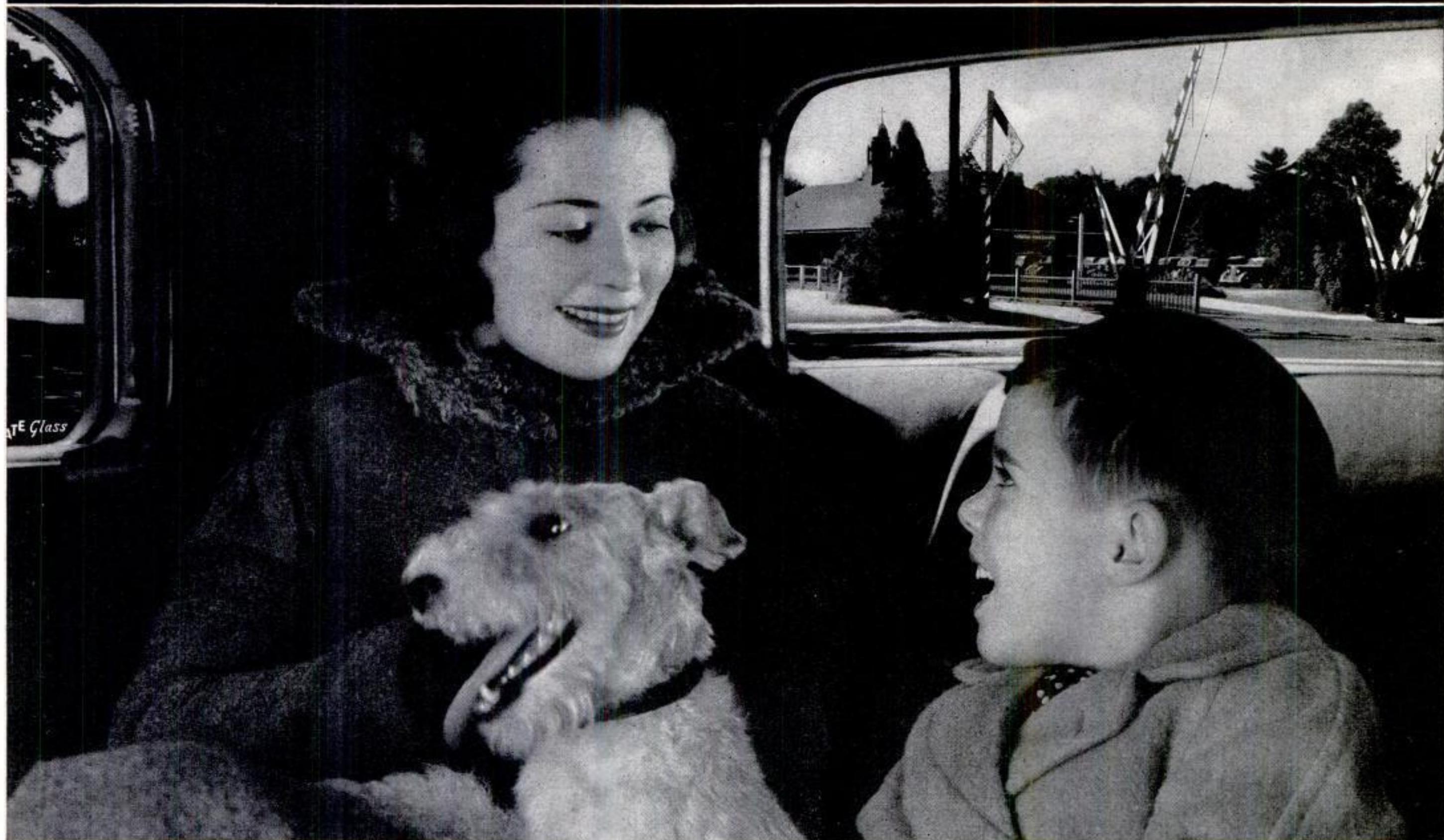
TEACHER'S outstanding popularity among men everywhere is always apparent. Their preference for Teacher's Scotch is due to its rich, familiar taste which never varies.

Made since 1830 by
Wm. Teacher & Sons, Ltd., Glasgow

SOLE U. S. AGENTS:
Schieffelin & Co., NEW YORK CITY
IMPORTERS SINCE 1794

For your family's comfort... and your car's beauty...
be sure the safety glass in your new car is

PLATE GLASS *not* WINDOW GLASS



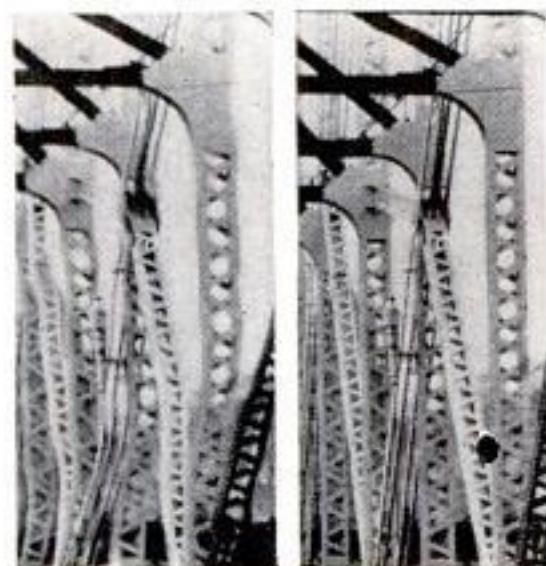
ONLY PLATE GLASS CAN GUARANTEE IN EVERY WINDOW THE PERFECT VISION YOU GET THROUGH THE WINDSHIELD

Beauty



... No ordinary window glass, even though made by the most modern methods, can match the beauty of safety PLATE glass. Your car will look better with windows of genuine safety PLATE glass—reason enough for insisting on it.

Vision



... Genuine PLATE glass is ground and polished to a mirror finish. Because of this, PLATE glass alone guarantees you perfect vision from all angles. If you sat in back, you'd certainly insist on safety PLATE glass in *every* window.

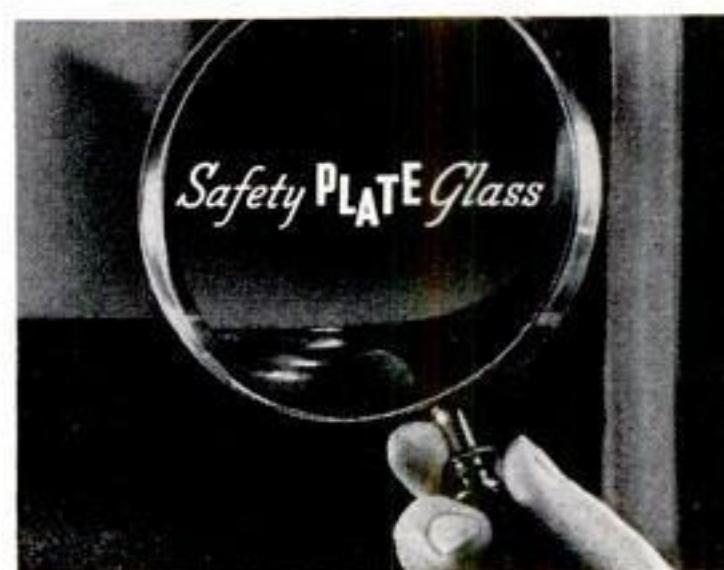
Comfort



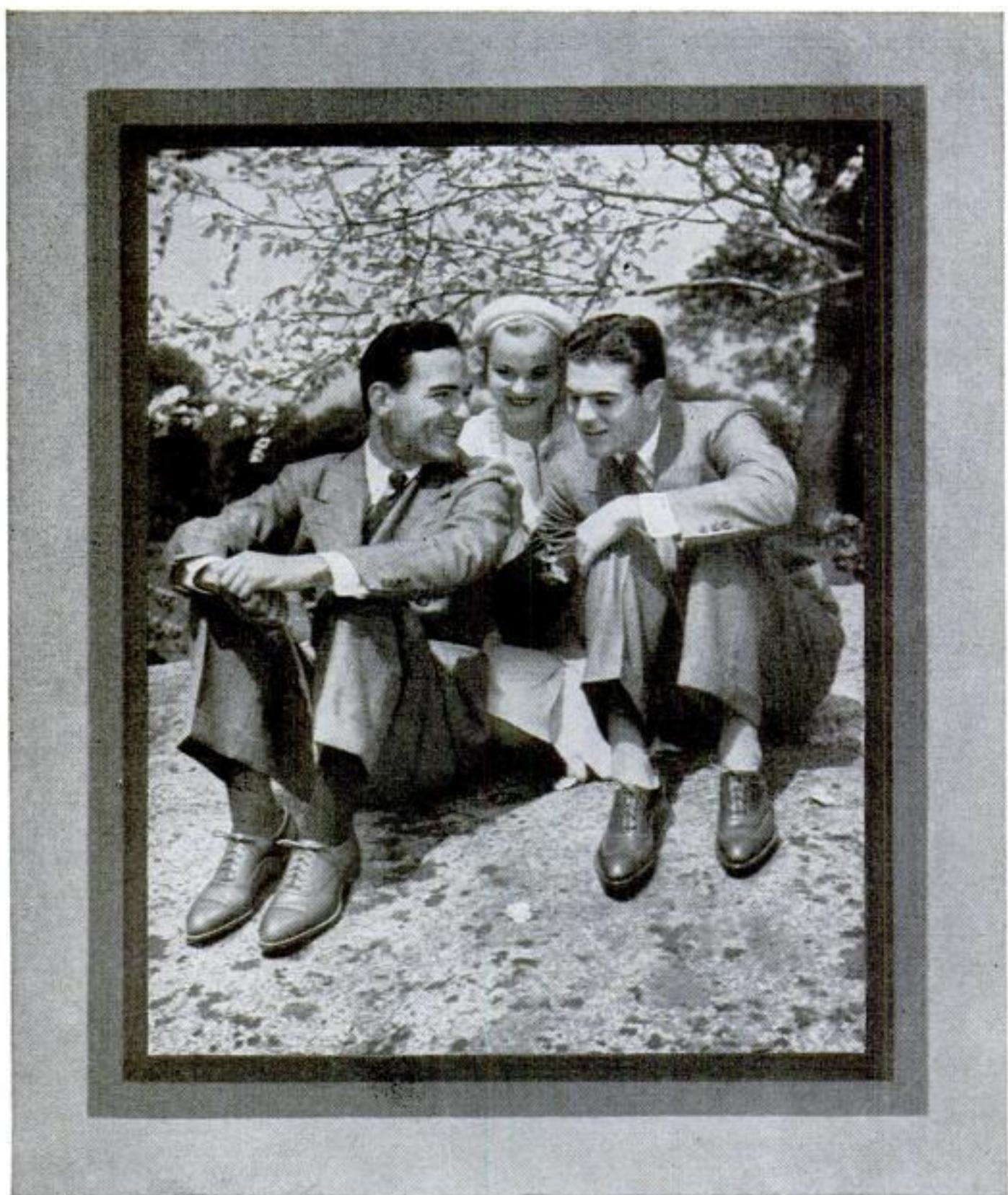
... Modern shop windows are made of PLATE glass. Distorted vision is bad for sales. And, of course, it's bad for riding comfort, too. Only genuine safety PLATE glass can give your family the comfort of windshield vision.

NO CAR MANUFACTURER puts safety window glass in the windshield. Only safety PLATE glass can guarantee the perfect vision every driver needs. A majority of manufacturers now go even further and put safety PLATE glass in every window. You can quickly identify it by the quality mark shown at the

right. It's your guarantee of genuine safety PLATE glass, with the rich beauty and clear visibility that only PLATE glass can give you. Your new car will look better, and the folks in back will see better, if you insist on safety PLATE glass in every window. Plate Glass Manufacturers of America.



*Look for
this quality
mark on all
windows*



Spring Suggests

BOSTONIANS

TONES OF TAN

SADDLE • CHESTNUT • CONGO

Warmer days call for men's shoes of more cheerful casts. Bostonians respond with three new authentic shades in pedigreed leathers... alertly styled over comfort-giving lasts... See them today at leading apparel and shoe stores. \$7.50 to \$11

THE
STRATTON

BOSTONIAN SHOES
WHITMAN, MASS.



LETTERS TO THE EDITORS

(continued)

public health officials of the U. S. and Canada, meeting in the Annual Conference of State and Provincial Health Authorities, passed resolutions commanding "the journalistic enterprise of LIFE Magazine in presenting to the public the story of birth."—ED.

Sirs:

I returned home from the hospital a few weeks ago with a new baby myself, and I wanted to write and tell you how much I enjoyed your "Birth of a Baby." Although I had a vague idea of the birth process, not until I saw your picturization did I have a concrete conception of exactly what had taken place to produce our daughter.

MRS. G. R. PARKINSON
Kansas City, Mo.

Sirs:

I had no objection to my children (aged 10 and 11) seeing the "Birth of a Baby" pictures so no excitement followed the arrival of LIFE last Friday. You may be interested to know their reaction—the boy wanted to know whether it hurt the mother when the umbilical cord is cut and the girl stated that she had seen moving pictures of rabbits having babies at school—and in that case there were three babies, not one, and it was much more interesting.

MRS. J. ISHAM BLISS
Manhasset, N. Y.

Sirs:

The miracle of birth has perhaps never been more beautifully portrayed.

The wave of purity-complex hysteria which has broken out reminds me of the cartoon which showed a slight little woman at the bar of Justice with the late Anthony Comstock explaining to the Judge, "Your Honor, this woman gave birth to a naked child!"

REV. ROWLAND F. NYE
St. Paul's Protestant Episcopal Church
North Arlington, N. J.

Sirs:

While looking through LIFE I came across "The Birth of a Baby." I am 14 years old and hope to become a surgeon. "The Birth of a Baby" has helped me to understand about something I have often wondered. My mother and father have always answered all of my questions about such things but your pictures are the best answer any boy could get.

DONALD D. DOUD
Scranton, Pa.

Sirs:

Congratulations on "The Birth of a Baby."

As a student of Exeter and a member of the coming generation, I can say that your policy is doing much good.

My fellow students with whom I have talked consider your article of real value.

TOM ELWOOD
Phillips Exeter Academy
Exeter, N. H.

Sirs:

Confident of LIFE's good taste, it did not occur to me to censor the April 11 issue before my boy of 10 and girl of 12 should see it. My first indication that the magazine had arrived was hearing the boy exclaim, "Here it comes—headfirst! Look! There comes an arm!" The two of them were examining "The Birth of a Baby" together, as earnest and unabashed as they were enthusiastic. I was proud of them, of LIFE, and of myself for having always answered any and all questions honestly, so that decent truth does not now shock and embarrass them.

MRS. POWELL RUSSELL
Berea, Ohio

LIFE'S PICTURES



Isaac Kitrosser, whose pictures of refugees in the Pyrenees appear on pages 24, 25 and 27, was born in Soroca, Besarabia 39 years ago, lives in Paris, is enormously fat and proud of it. Trained as an engineer, he has been a photographer for ten years but still considers himself an amateur. The above self-portrait shows M. Kitrosser indulging in his hobby, photographing insects by infra-red light.

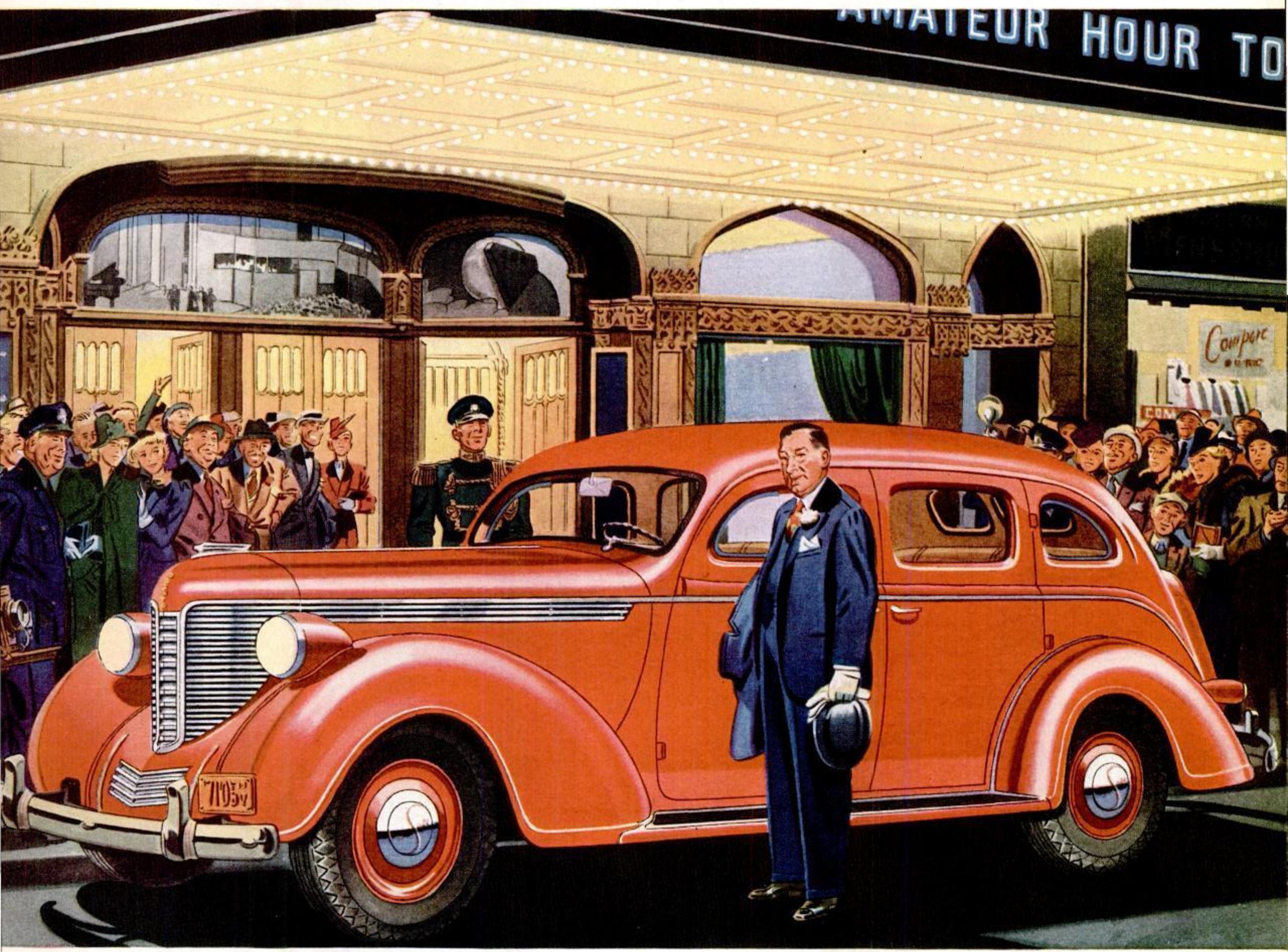
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- 2, 3—CULVER—courtesy THE MUSEUM OF MODERN ART FILM LIBRARY
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- 13—PERRY CRAGG
- 14—ARTHUR GRIFFIN, DARREL McDouGLE—VICTOR BARRON—JOHN B. GOODMAN, E. K. LANGEVIN
- 15—JOSEPH JANNEY STEINMETZ—ROBERT BOYD, BERNARD HOFFMAN
- 16—FRANCIS MILLER
- 17—GRAU-PIX exc. t. rt. COLUMBIA BROADCASTING SYSTEM
- 18—SARNO from N. Y. DAILY MIRROR
- 19—INT., ACME—DE PALMA from B. S.—DE PALMA from B. S.
- 20, 21—MILTON PHOTOS-BENNETT
- 22—INT. exc. t. lt. CARL MYDANS and bot. lt. PETER STACKPOLE
- 23—ACME—W. W., INT.—A. P.
- 24—KITROSSER from P. I.—P. I.
- 25—KITROSSER from P. I.
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- 27—KITROSSER from P. I. exc. bot. lt. A. P.
- 28, 29—DR. ERICH SCHMIDT OF THE HELEN WORDEN SCHMIDT FOUNDATION exc. bot. lt. AMERICAN INSTITUTE FOR IRANIAN ART & ARCHAEOLOGY—PHOTO POPE
- 30—ACME—GLOBE
- 33—A. P.
- 34—CARL M. MYDANS—A. P.
- 35, 36, 37, 38—LEIGH IRWIN
- 39, 40—THOS. D. MCNAVY
- 43, 44—J. R. EYERMAN
- 47—ED CRONENWETH for M-G-M—M-G-M
- 48—M-G-M exc. t. rt. INT.
- 49—M-G-M
- 50—ACME, CULVER, ACME (2)—A. P., U. & U.
- 51—ACME, W. W., ACME, W. W.—U. & U., A. P.—bot. rt. (2) ACME
- 52—P. I.
- 54, 55—BERNARD HOFFMAN
- 56—Cen. row A. P., ACME, A. P., ACME bot. row A. P., W. W., ACME, A. P.
- 57—A. P., INT., ACME—INT., ACME, KNOPF-PIX, A. P.—PETER STACKPOLE, AL BURGERT
- 58—DARREL McDouGLE
- 61—OTTO HAGEL
- 62—HANSEL MIETH
- 66, 67, 68, 69—WILMON MENARD

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MAJOR BOWES

PICKS ANOTHER WINNER!



**The Man who spends
his life looking for
Talent Praises De Soto's
Great Performance**

THE BROADCAST ENDS. Millions of listeners turn reluctantly from their radios. In New York, Major Bowes leaves the studio—in this big new De Soto!

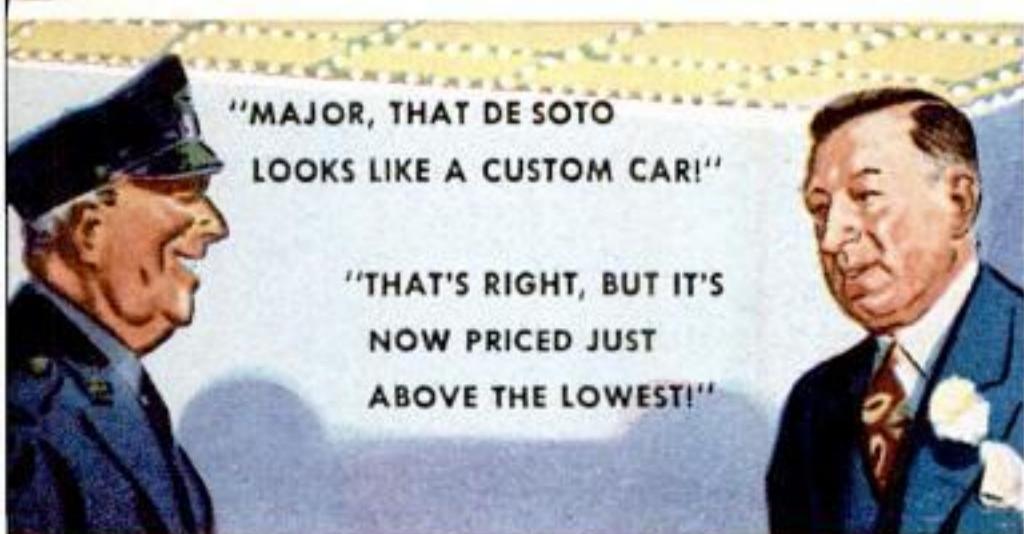
Everywhere you go, you'll find smart people picking this smart car. The reason? Let the Major himself explain it: "Performance counts most with me. I like the way De Soto's faster pick-up whisks me through traffic...the split-second response of its bigger hydraulic brakes...its easier handling.

"And, believe me—at the end of the day, I'm grateful for the restful quiet of De Soto's complete sound-

proofing...the comfort of its 'cushioned' ride!"

Three words explain De Soto's all-around extra value: CHRYSLER CORPORATION ENGINEERING. This BIG car is now priced just above the LOWEST...and costs no more to run than most SMALL cars. See it! DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

**SEE YOUR
DE SOTO
DEALER**
FOR A
GREAT CAR, FINE SERVICE
AND A SQUARE DEAL



IT'S AMERICA'S SMARTEST LOW-PRICED CAR

QUICK FACTS: 1. "Lightning-fast" pick-up...Improved 93-h.p. "Economy Engine." 2. Patented Floating Power engine mountings. 3. Longer wheelbase...119 inches. 4. Bigger hydraulic brakes. 5. Easier shifting. 6. Safety-steel body rubber-mounted on a bigger, stronger frame. 7. Luxurious Safety Interior. 8. "Cushioned" ride with airplane-type shock-absorbers. 9. Easier steering...no "road-shock." See De Soto today—discover how easy it is to own this smart car.

TUNE IN MAJOR BOWES' AMATEUR HOUR—COLUMBIA NETWORK—THURSDAYS, 9 TO 10 P.M., E.S.T.

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The Irish Setter hunts with care;
He points—and never moves a hair;
And here's a point for you, good friends:
Just choose with care—choose CALVERT blends!

“Trust your taste, Tom—you can’t go wrong”



“THAT’S WHY I always make my whiskey Calvert. You see, Calvert’s fine whiskies are *blended* . . . for BETTER TASTE.”

“SO IT’S BLENDING that gives Calvert Whiskey its distinctive bouquet and flavor?”

“YES, TOM, those Calvert people are past masters of the art of blending. They know how to bring out all the velvet smoothness and rare bouquet that make a truly noble whiskey. If you *trust your taste*, Tom, you’ll find that Calvert is about the smoothest, finest-tasting whiskey a man can drink!”



Call for **Calvert** *The Whiskey of Good Taste*

Copr. 1938 Calvert Distillers Corp., Distilleries: Relay, Md., and Louisville, Ky., Executive Offices: Chrysler Bldg., N. Y. C. Calvert’s “Reserve” Blended Whiskey—90 Proof—68% Grain Neutral Spirits . . . Calvert’s “Special” Blended Whiskey—90 Proof—75% Grain Neutral Spirits.

Vol. 4, No. 17

LIFE

REG. U. S. PAT. OFF.

April 25, 1938

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LIFE'S COVER: The rubber-legged batter on the cover is John Thomas Winsett, of McKenzie, Tenn., one of the most curious players on the most curious team in the major leagues. He plays right field for the Brooklyn National League Baseball Club, better known as the "Daffy Dodgers" because of the way they play. First time Winsett batted in a big-league game he hit a homer, but shortly went back to the minors. The Dodgers paid \$40,000 for him last year and Winsett hit a dismal .237. Both Dodgers and Winsett are expected to play better this year.

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CANDID CAMERA GUE FOR MOTHER'S DAY



Miss Louise Leonhard,

Long Island, says, "I always love shopping for Mother's Day. This year especially—for I bought Mother one of these lovely 'Kay-Phair' gowns. I can't wait to see how delightful she'll look when she wears it."



Your first choice for a "First Lady" on Mother's Day could be a charming Kay-Phair* rayon gown in gay, fast color prints at \$1.98... Kayser hosiery in "Bon Voyage" colors from 79¢... or cool SeaBreeze* rayon gloves in new summer colors at \$1.00. And remember, "She'll get most of her lift from the name on her gift: be wiser, surprise her—give Kayser."

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LIFE

Vol. 4 No. 17

APRIL 25, 1938



AMERICA LISTENS AS THE PRESIDENT GOES TO THE PEOPLE FOR \$5,000,000,000

This is Walter Kneal of 433 Eddy Road, Cleveland. He and Mrs. Kneal are listening to President Roosevelt's fireside chat April 14 on Government "pump-priming" and credit inflation to break the Depression. Mr. Kneal is listening carefully, trying hard to understand. But he is puzzled and confused. He was still puzzled and confused when the speech, which left him cold, was over.

Business in Cleveland, he says, is rotten. There is a lot of suffering in his neighborhood. He is thankful to be working 18 hours a week in the Willard Storage Battery plant. Despite the mild tone of the President's talk, with its denunciation of name-calling and appeals to prejudice, it left Mr. Kneal still holding the old Roosevelt idea that "selfish millionaires" who won't co-operate with the Government are to blame for the Depression. On the other hand, he doesn't regard the New Deal as an unmixed blessing. He thinks there is a lot of graft in the handling of Relief. He is in favor of more Government spending to get us out of the Depression. He doesn't pretend to understand inflation. But he

says it's only common sense that the Government can't go on indefinitely spending more money than it takes in.

More than any other of his fireside chats, the President's talk was a direct appeal to The People over the heads of Congress. Once more he proved his mastery of radio technique and political pleading. An estimated 80,000,000 Americans were made to feel that their President was talking to them personally.

Before the speech, the American Institute of Public Opinion (Gallup Poll) took a poll to see what The People thought about new Government spending. Almost four-fifths of them thought that helping business by reducing taxes would do more to end the Depression than would Government spending. Their most frequent comment on spending was: "It failed once. Why should we try it again?" That question the President did not answer in his speech.

On the following pages LIFE shows you some more of The People listening to the President's twelfth fireside chat, and reports what they thought about it.



Stockbroker Archibald R. Giroux felt no less gloomy when the President's speech ended than when it began. Chairman of Lexington's Board of Selectmen and member of the Boston Stock Exchange's Board of Governors, he warns: "A continuation of present policies can mean only one thing—state ownership. For business, all of it, sooner or later, is going bankrupt."



College Senior Lowell L. Milton, 21, of Ohio State University liked the President's talk. "One thing I was doubtful about" said he, "was the pump-priming and spending program. I'm satisfied now that the President knows what he is doing. The cause of the present depression, I believe, is the lack of co-operation of Big Business with the Administration."



Storekeeper George L. Henderson, 55, runs a store and filling station on the Roosevelt Highway 15 miles south of Atlanta. He enjoyed listening to the President's speech, but it didn't change his mind. He thinks politicians and

automobiles are to blame for the Depression: politicians "because they spend too much of the people's money"; automobiles "because they've got folks into the habit of spending more than they can afford." He's against loans

and credit. "I only make one cent profit on a gallon of 22¢ gasoline," he explains. "If I sell a man a gallon on credit and he doesn't pay me, that means I have to sell 21 gallons of gas before I can pay for the one I started with."



Governor Teller Ammons of Colorado is a staunch New Dealer. "The President said the right words at the right time," he declared, having noted down from the broadcast several ideas for use in his own speeches. Patterning his spending policies on the President's, Governor Ammons has run Colorado deeply in debt, despite a series of new and higher taxes.



Editor Frank B. Cox of the *Douglas County Gazette* was chuckling as the camera clicked: "Listen to his voice—dammit, he's weakening!" Editor Cox is against Government spending, but thinks it may work, explaining: "It's much like when we had the Model T's. When the gas was low, we could always back uphill. But of course that was a short-lived remedy."



Housewife Mrs. E. S. Banks was entertaining friends at bridge when the President's speech came on. Left to right: Mrs. Banks (West); Harriet Engel, stenographer (North); Mrs. I. W. Newman, housewife (East); Sara B. Segal,

telephone operator (South). When the speech was over the following dialogue ensued: *West*: "I admire Roosevelt. I'm for anything he's for." *North*: "He said a lot of generalities. Everything he said was generalities." *South*: "He

has a very pleasant manner but he hasn't done anything." *North*: "He was pathetically persuasive." *East*: "I don't know what to do to cure the Depression. All I know is that I'm for Roosevelt." *North*: "I'm in favor of a lottery."



Veteran. No Schmaltz or Hosenscheinder is this, but Chief Hiki, a Cherokee. He draws a \$30-per-month disabled veteran's pension. A Roosevelt man, Chief Hiki was asked after the broadcast if he were not worried about inflation, replied: "I've got an 1832 half-dollar. It's bigger than the ones today. I think the ones now should be as big as the old ones."



Stockbroker Thaddeus R. Benson, head of the Chicago Stock Exchange, observed: "I think the President's speech showed a realization that something must be done for business, and perhaps this is the way to start us out of the Depression. However, I think much more important than Government spending is a relaxation of Government pressure on business."

CONTINUED ON NEXT PAGE

America listens (continued)

HOUSTON, TEX.



"Ah hopes he brings me some good word!" said Addison McNeal as he began listening to the President's speech at 9:30 Houston time. "I think it was wonderful!" he cried when it was over. Addison McNeal knows that times are hard because his Relief money

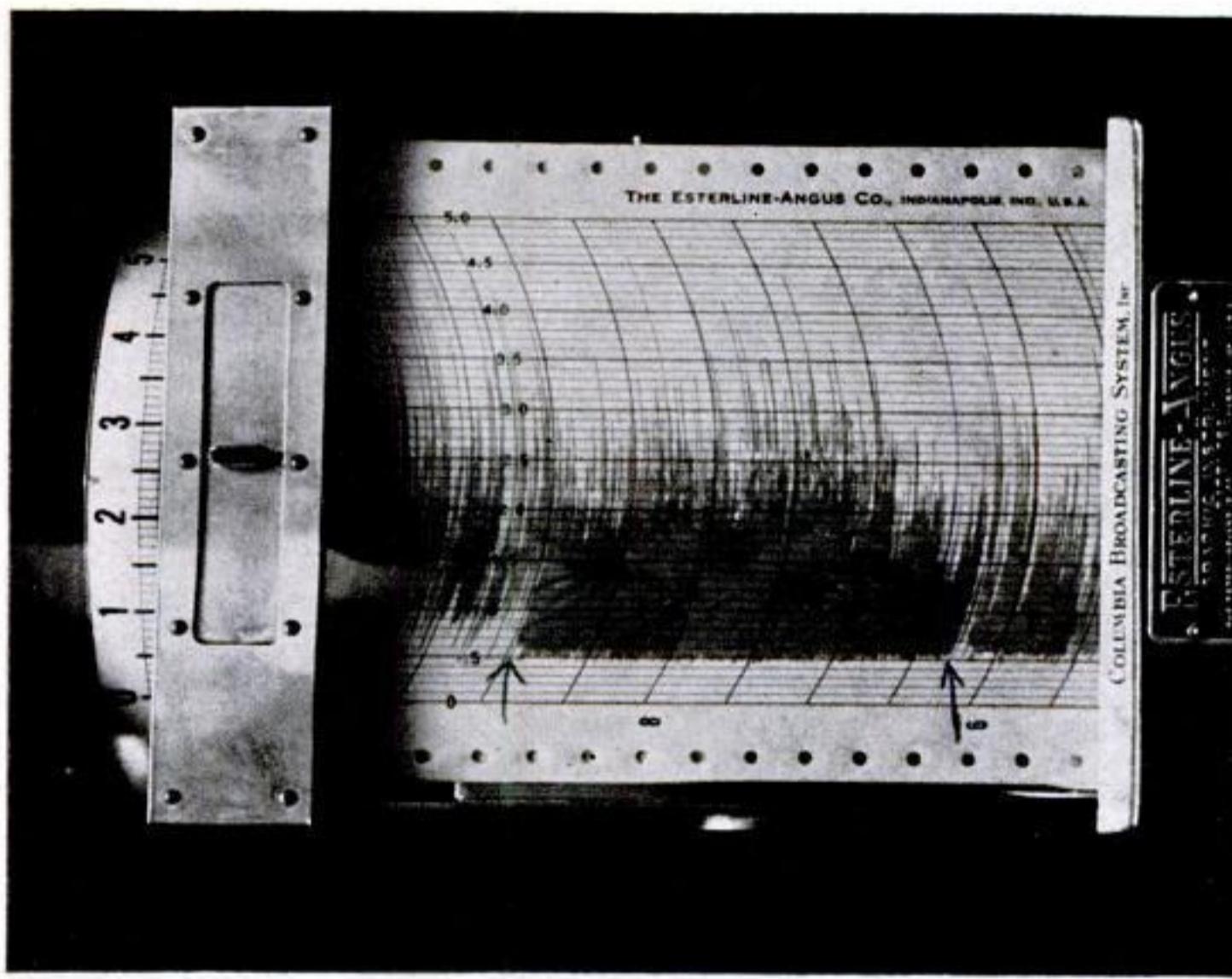
—for himself, wife and two children—has just been cut from \$3.60 to \$3.30 per week. "I always favor the President's programs," says he. "He knows best. Money ain't doin' no good layin' and rustin'. Spend more money, right away. Git it in circulation."

Radio companies lose \$12,500 on President's chat

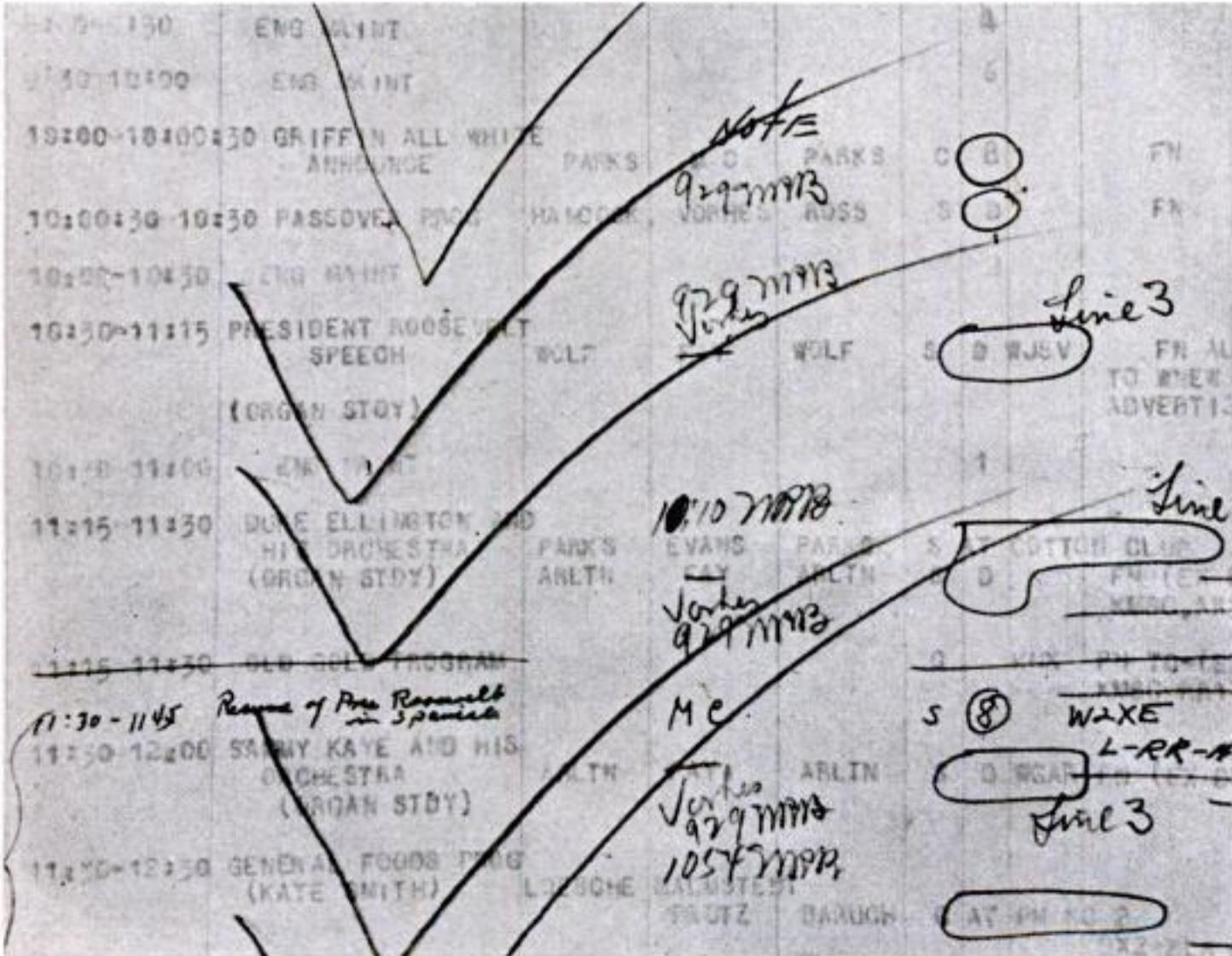
In addition to the regular operating expense of broadcasting it over their networks, President Roosevelt's twelfth fireside chat cost the two great broadcasting companies \$12,500 in lost advertising revenue. NBC credited \$8,000 to Kraft-Phenix Cheese for cutting a half hour off Bing Crosby's program, \$3,000 to Campbell's Soup for canceling Amos 'n' Andy's West Coast repeat program. Wrigley Chewing Gum got \$1,500 credit from Columbia for omission of its "Scattergood Baines" skit.

Chicken feed was this, however, compared to the sums of which the President spoke. He proposed—and the Treasury and Federal Reserve Board immediately obliged—to create a potential \$2,150,000,000 of new bank credit by reducing reserve requirements and "desterilizing" (i.e., using for currency backing) the Government's inactive gold stock. He asked Congress to add to RFC's already authorized \$1,500,000,000 for loans to businessmen the sums of \$1,550,000,000 for Relief, \$1,462,000,000 for public works. His prime arguments: 1) Government spending to cure Depression is comparable to Government grants of land and natural resources in earlier days; 2) a resulting rise in national income will pay the cost of pump-priming many times over.

With Congressional elections in the offing, the President's chances of having his way seemed good. Independent though Congress may have grown, millions of voters would receive directly the immediate benefits of his program, whereas nobody would have benefited directly from the passage of the Reorganization Bill.



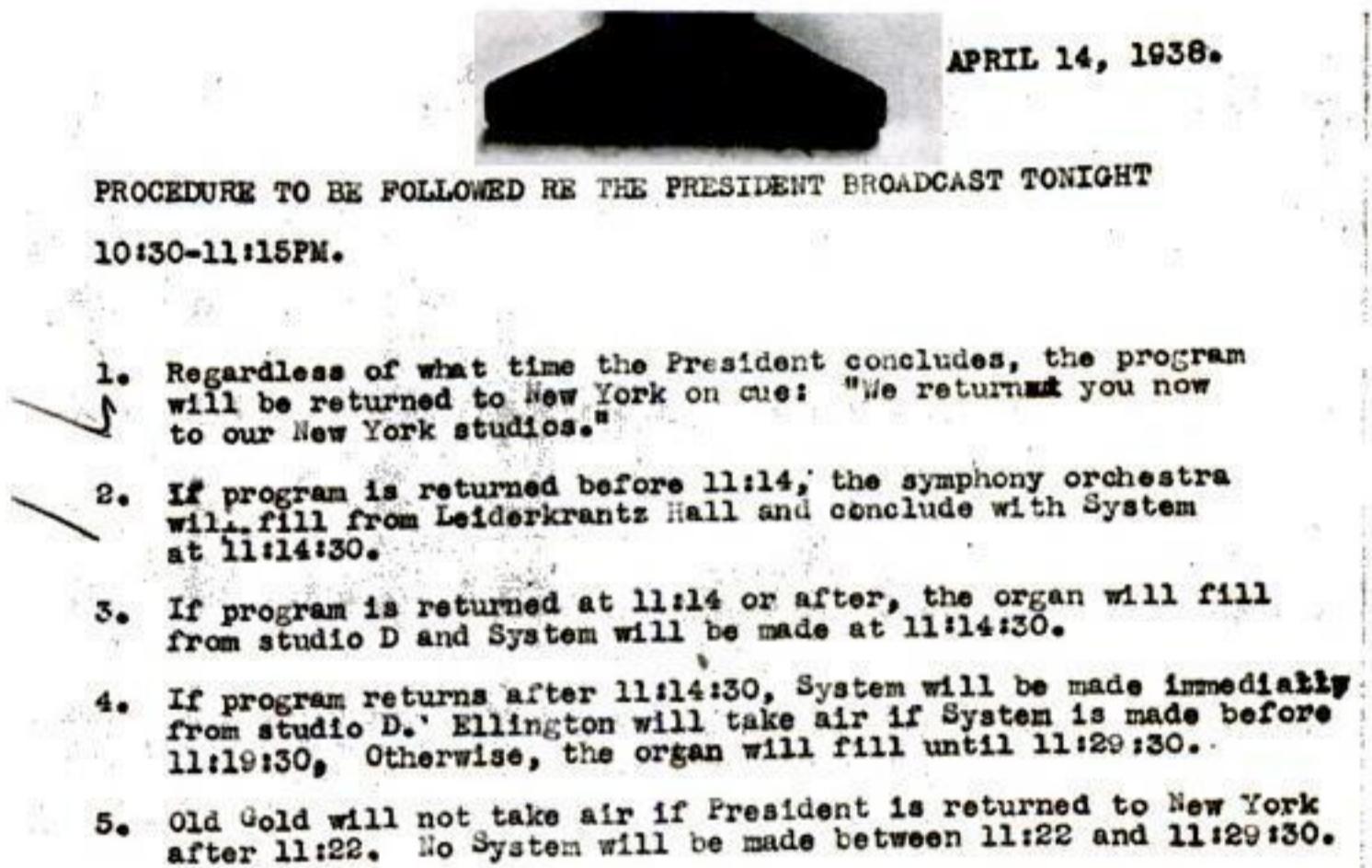
The President's voice looks like this on a recording volume indicator. This is the graph of his pump-priming chat. Eloquent Franklin Roosevelt has a greater than average range of inflection. Upshots in the graph show where he raised his voice for emphasis.



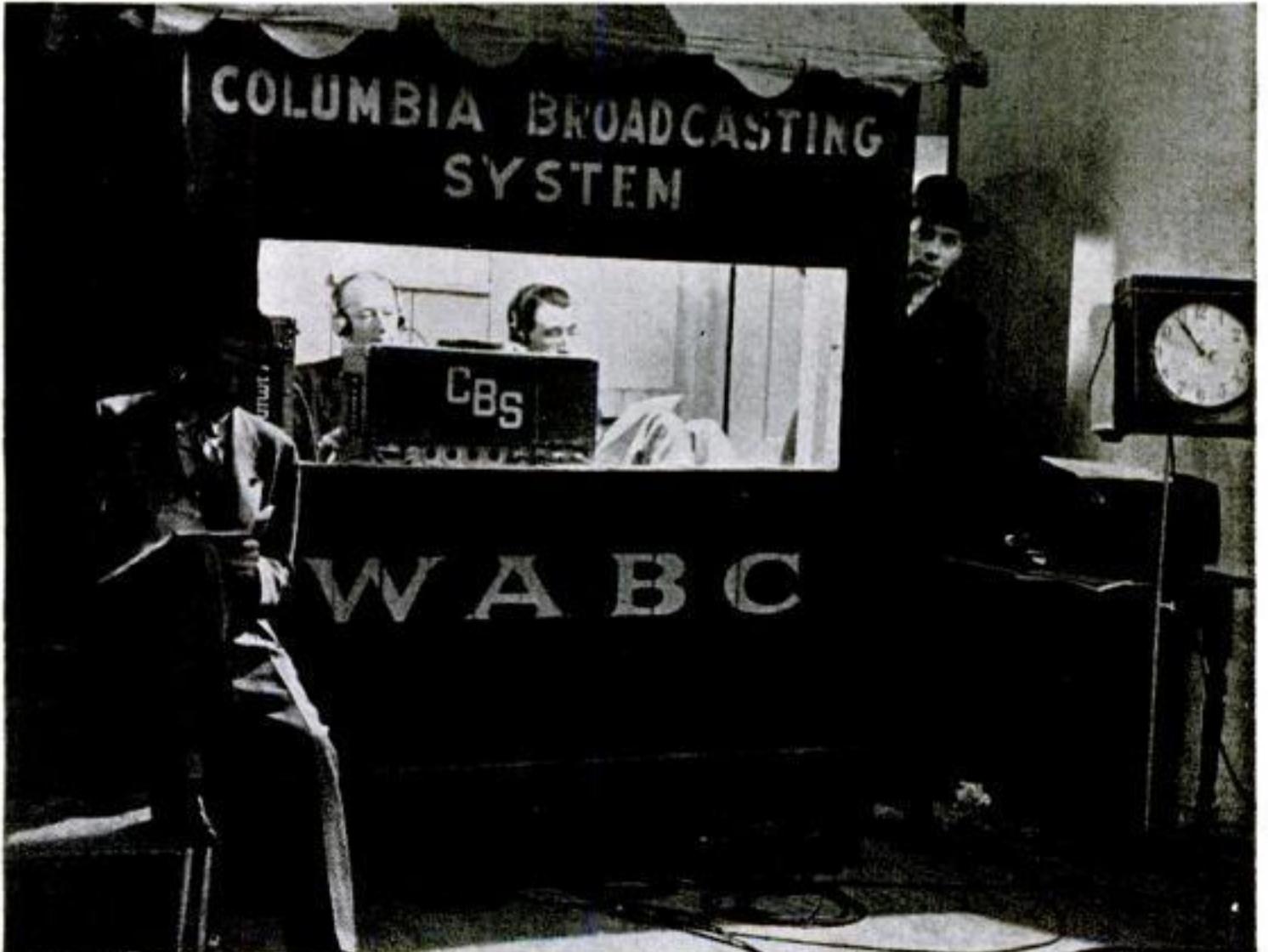
The master copy of the master control sheet for Columbia network's operations on the day of the President's speech. This sheet is always made out a day in advance. Check marks are made by the master technician as each studio gets a test before broadcast time.



"McIntyre, bring me a fireside!" is a memorable crack in George M. Cohan's President-spoofing show *I'd Rather Be Right* (LIFE, Oct. 25). This shows the actual operation as performed April 14. Columbia engineers bring remote-control equipment to the White House.



Special instructions go to announcers and production managers for the Presidential broadcast. Copies of this sheet are sent to the master control room, the stand-by studio, the White House, and to the studio from which the following program is to be broadcast.



A portable control board for a symphony orchestra which stood by in case anything went wrong at the White House. At his first fireside chat the President mislaid his copy of his speech. An usher rushed in with a press copy only two seconds before broadcast time.

BROKER WHITNEY



STARTS HIS STRETCH AT SING SING AS CONVICT NO. 94,835

On April 12, Richard Whitney, alumnus of Groton and Harvard, five times president of the New York Stock Exchange, marched through the great portals of Sing Sing Prison, there to begin serving a five-to-ten-year sentence for grand larceny. It was barely a month earlier that news of his peculations had exploded in the nation's press (LIFE, Mar. 21). It was just a day earlier that he had stood in a Manhattan courtroom, heard Judge Owen W. Bohan acidly declare: "By your example the decent forces of the world received a setback. I can see nothing in your record to mitigate the circumstances."

Five thousand persons jammed Grand Central Station as he boarded the train for Ossining. With him were five fellow prisoners, one of them a youth sentenced from 30 to 60 years for stealing \$60. At Sing Sing he was photographed, fingerprinted, examined, asked if he could read and write. He exchanged his blue suit for a dull gray prison uniform, his name for No. 94,835. Then while inmates curiously eyed him, he was ushered down long ringing corridors into a 4½-by-7-ft. cell in the oldest of the prison's blocks. If he behaves well he may be paroled in 3 years, 4 months.



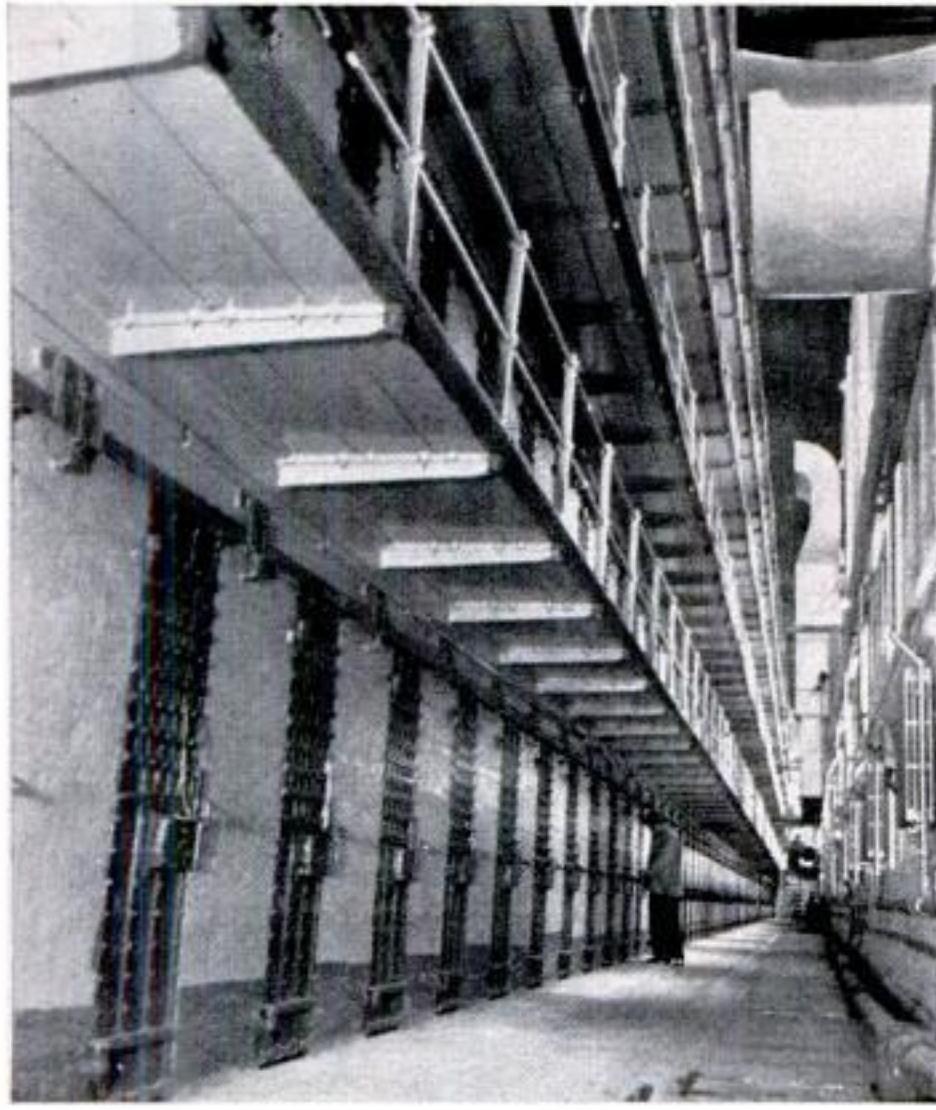
The **Whitney town house**, like the Whitney farm, will be sold to satisfy creditors. Here Mr. Whitney last slept April 10.



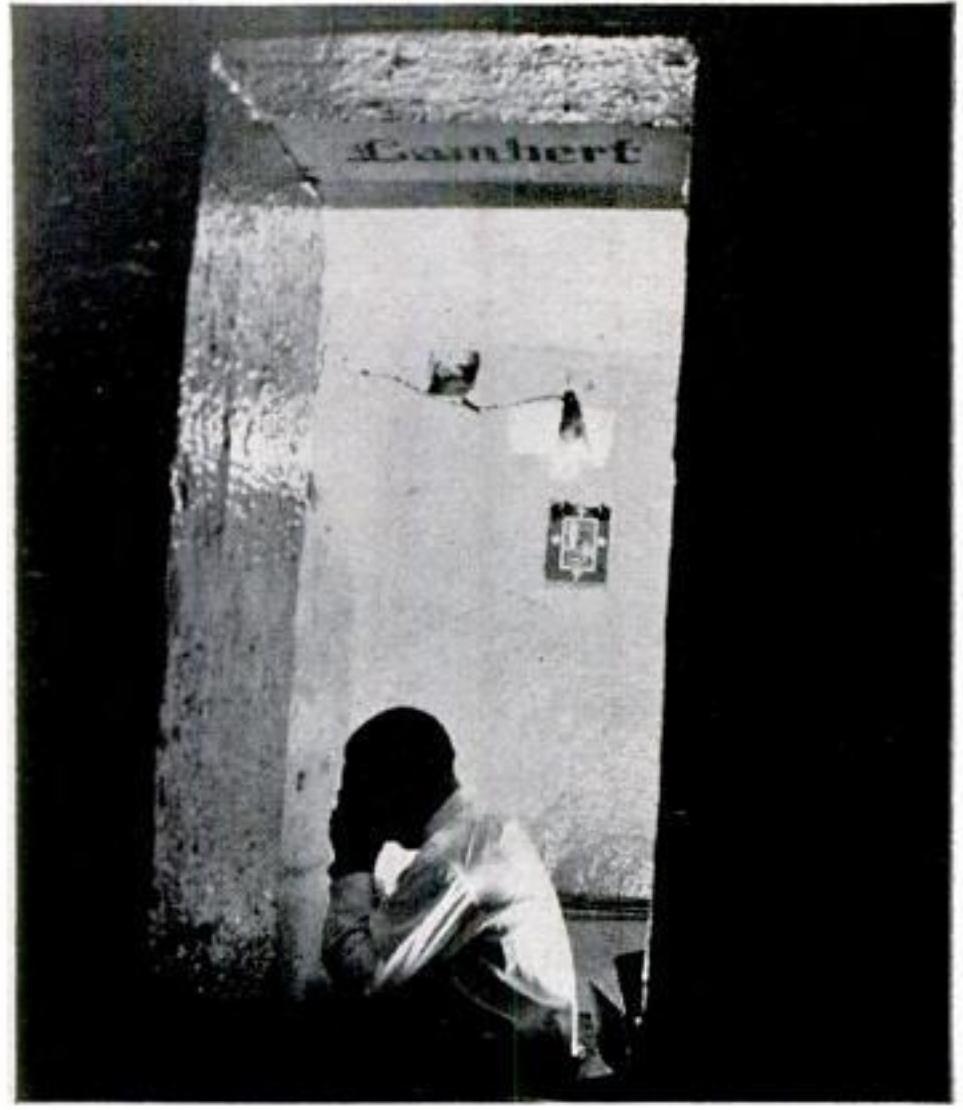
Shackled to another prisoner Richard Whitney detrained at little Ossining station, did not flinch before crowds' stares.



The **old cell block** at Sing Sing engulfed Richard Whitney. He must wait his turn for transfer to the modern quarters.



Infested with bugs, the old cell block was condemned 25 years ago, never razed because of growing prison population.



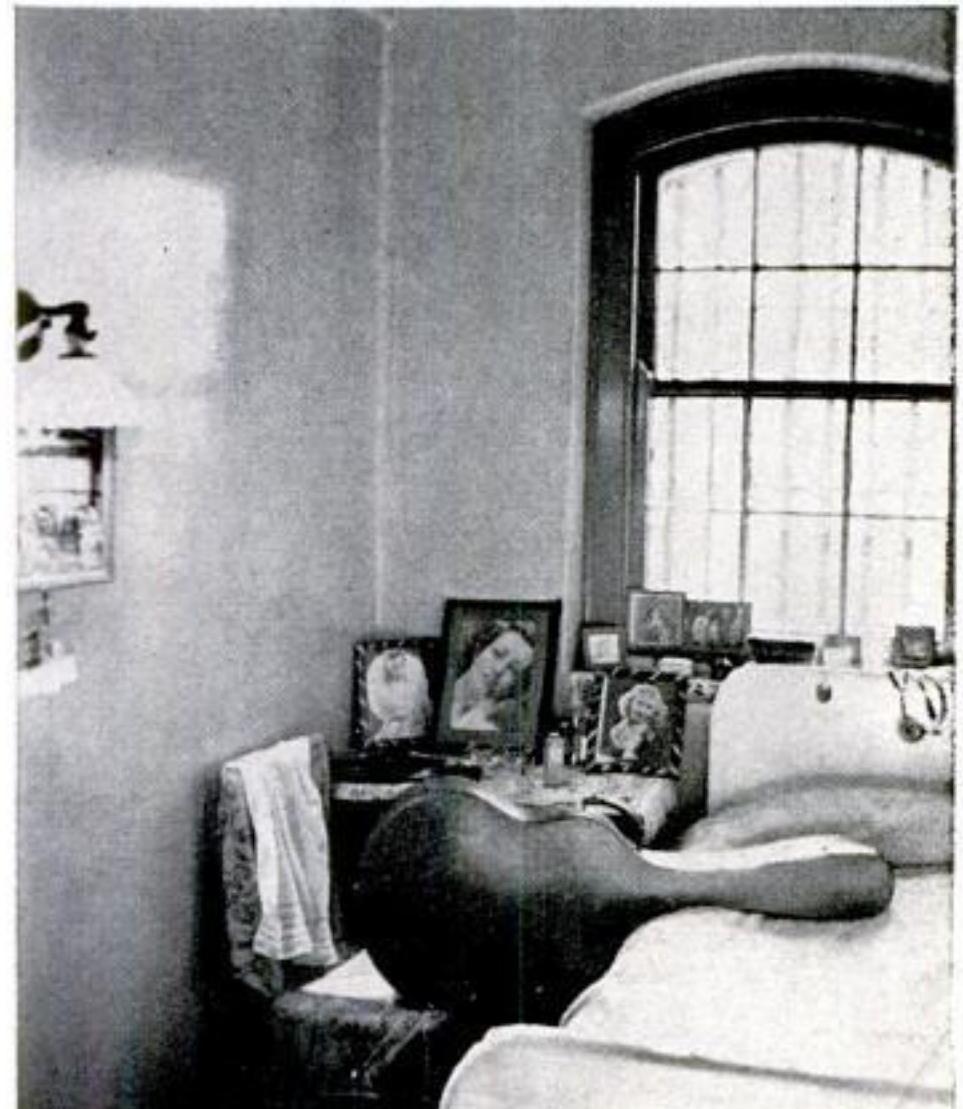
In a cell like this Richard Whitney will spend the next four to eight months, his only comforts a cot, a stool, a bucket.



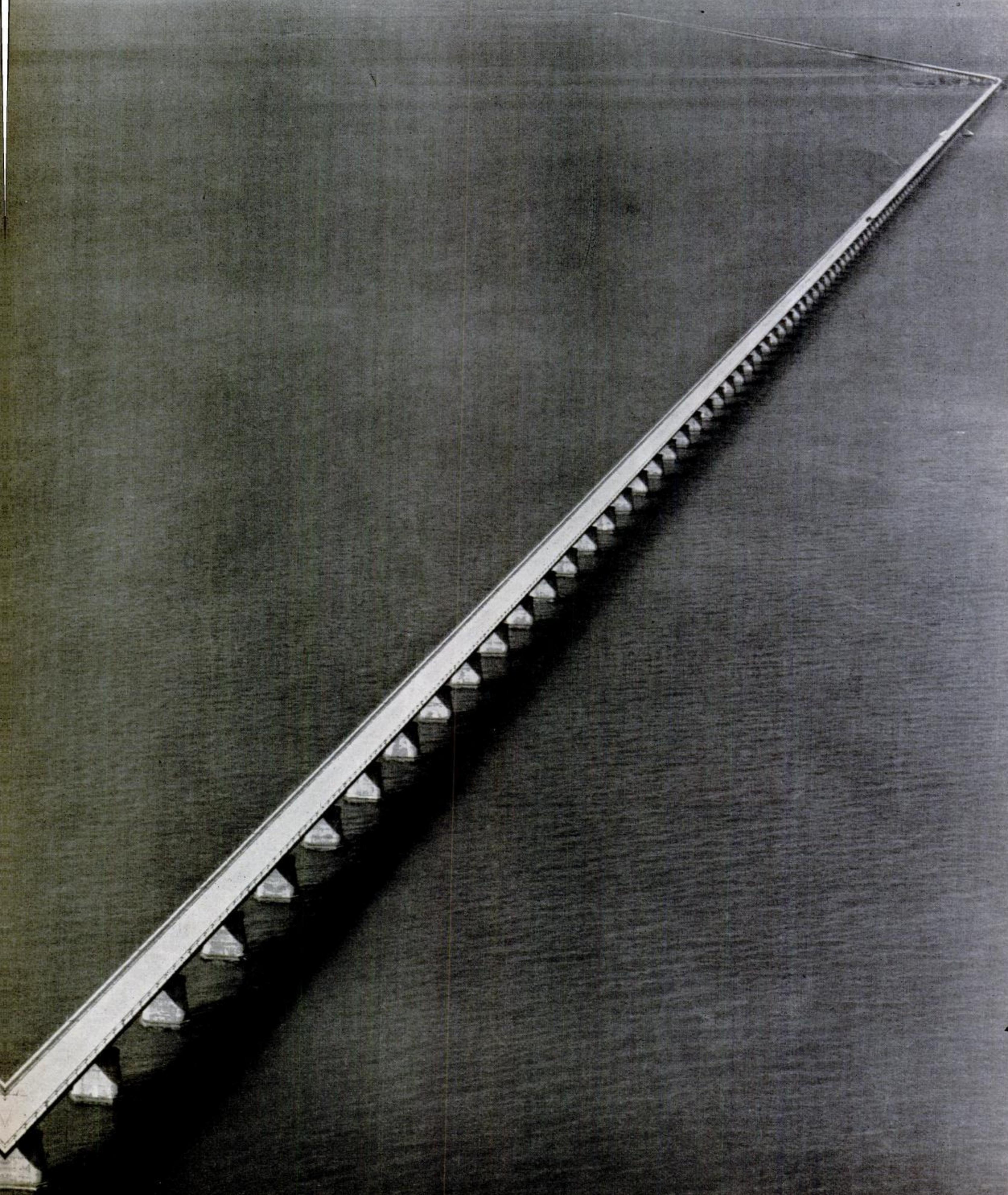
Typical prison dinner. Whitney's first meal in Sing Sing offered lima beans, a boiled potato, bread, corn-starch pudding.



A new cell block will be Whitney's reward for good behavior after he has served his apprenticeship in the old building.



A modern cell contains plumbing, a large window. Whitney may spend \$3 a week on pictures, tobacco, stationery.



THE U. S. FINISHES A \$57,000,000 OVERSEAS HIGHWAY TO KEY WEST

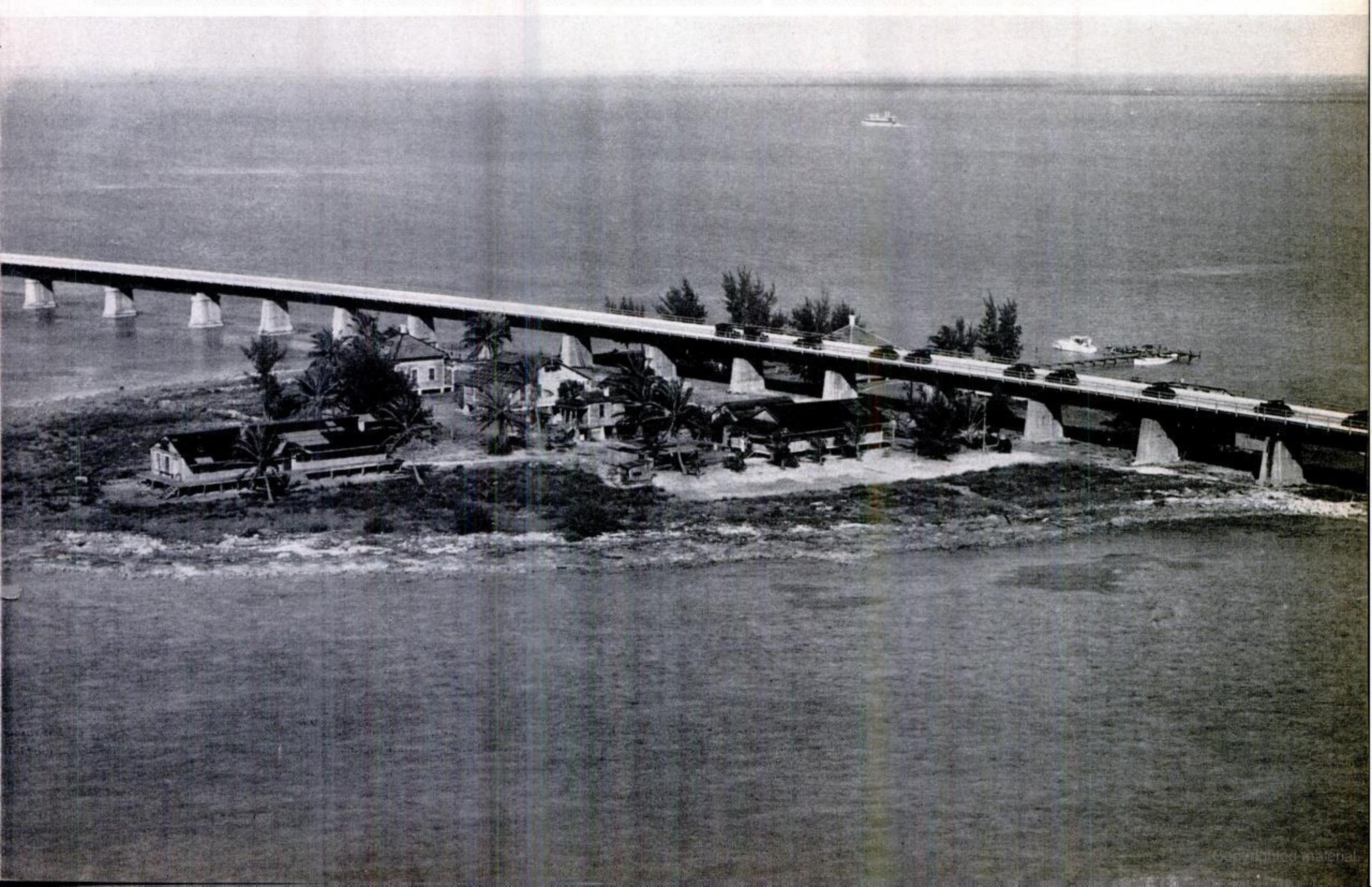
The east coast of the United States ends in an appendix-like string of islands that have no useful purpose except to point toward the last big island and its impoverished town of Key West. Nevertheless, in 1905 at the age of 76, wealthy Railroadman Henry Morrison Flagler got the notion (described as "Flagler's Folly") of pushing his Florida East Coast Railway 170 miles across the keys to Key West. To do so cost him \$50,000,000. A hurricane in 1935 thoroughly dismembered the railroad. A rescue train was blown clean off the tracks (*see below*).

By this time the Government of the U. S. was involved in the fate of the keys, trying to stand Key West on its feet as a winter resort. The lifeline it proceeded to throw Key West turned out to be the Overseas Highway (*left and below*), costing \$57,000,000. PWA workers tore out the old railway ties, laid 25-ft. steel beams and 10-in. concrete slabs across the old viaduct, covered the whole thing with cement. On March 29 it was opened to motor traffic. On July 4 it will be formally dedicated. It has the longest bridge in the world over water—seven miles.



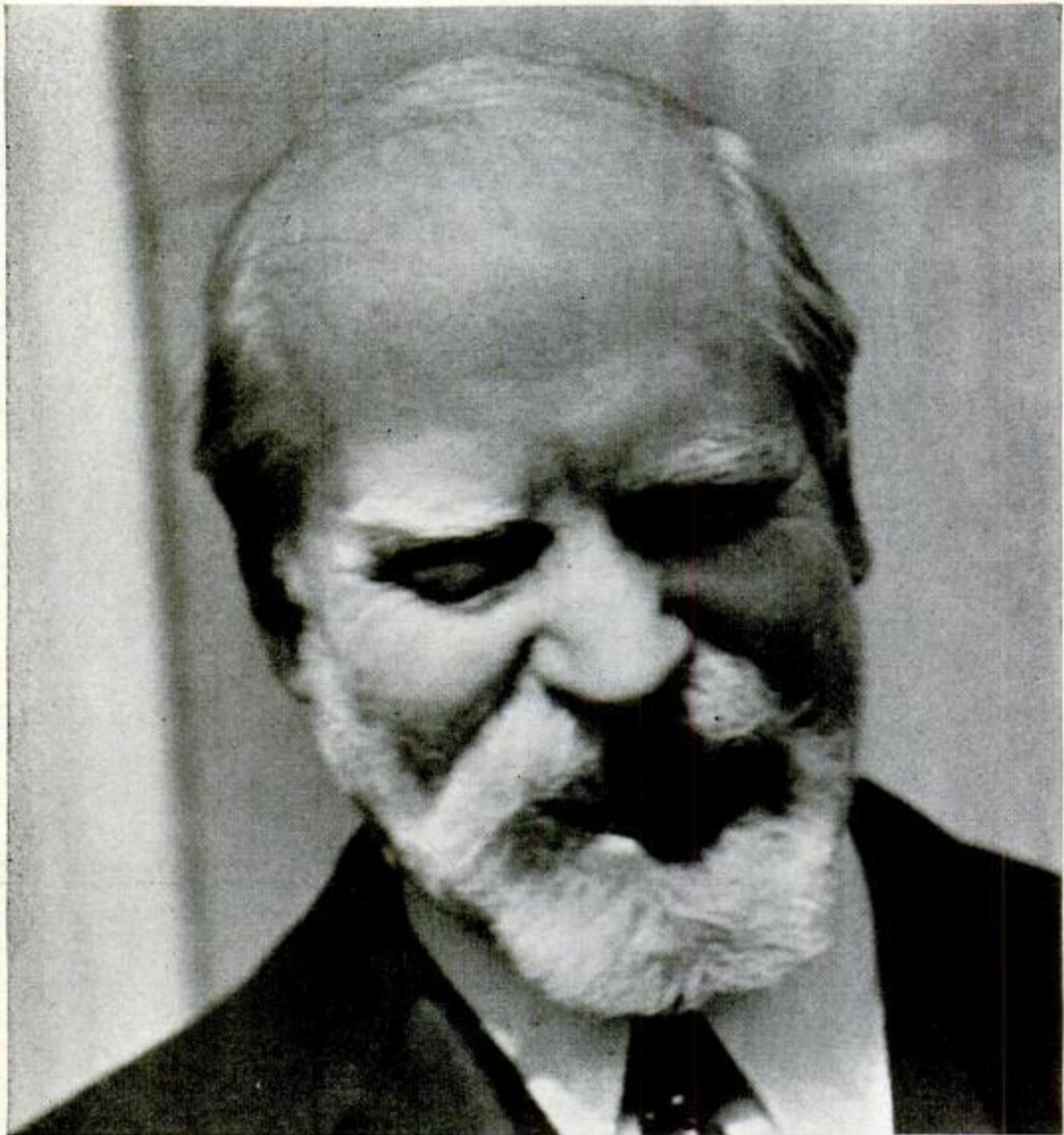
THE LAST FLORIDA EAST COAST TRAIN OVER KEYS WAS BLOWN OFF THE TRACKS BY THE HURRICANE OF 1935 WHICH KILLED 200 U. S. ARMY VETERANS

THE OVERSEAS HIGHWAY CROSSES A KEY. NOTICE THAT NO PROVISION IS MADE FOR MOTORIZING OFF THE HIGHWAY DOWN TO THIS KEY. THE IDEA IS TO DRIVE THROUGH



PEOPLE

The Cameras of the World Press
now put these people in the news



Chief Justice Charles Evans Hughes was 76 on April 11. Since his appointment in 1930 he has not been ill a single working day. He has no inclination for retirement now.



William McChesney Martin Jr. of St. Louis was nominated April 11 to head the Board of Governors of the New York Stock Exchange. He was a member of Yale '28, is only 31.

VICE PRESIDENT GARNER

The week before Easter was a busy one for Vice President John N. Garner. For several days Washington hummed with rumors that Mr. Garner, no Throttlebottom, had split sharply with the President on "pump-priming" expenditures. "You must give the cattle a chance to put on fat," he was quoted as saying. Mr. Roosevelt emphatically denied the alleged rift on April 12. Mr. Garner smiled inscrutably and turned his attention to the selection of a new hat for Easter.

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THE SULTAN OF MUSCAT AND OMAN

From March 28 to April 11 the Sultan of Muscat and Oman, Said bin Taimur, was put through all the jumps the British reserve for visiting potentates who are useful to them. He reviewed the Royal Marines at Portsmouth on H.M.S. *Nelson* (top), jounced around Aldershot in a tank (centre), crawled out of another (bottom) gasping, "I was not at all upset." He kept on his jeweled turban, reminding observers of O. Soglow's cartoon character, The Little King.

SENATOR HARRISON

A deep sofa was Senator Pat Harrison's reward on April 9 after the Senate had passed his Finance Committee's \$5,000,000,000 Tax Bill. On April 13, as a conference committee worked to adjust it to the House Tax Bill, Mr. Harrison received a letter from the President urging that the unpopular capital-gains and undistributed-profits taxes be retained in principle. "The President is entitled to his views," said the Senator as he coldly rejected the proposal.





EIGHT THOUSAND FEET UP IN PYRENEES RUNS BOUNDARY BETWEEN SPAIN (RIGHT BACKGROUND) AND FRANCE (LEFT). REFUGEES DESCENDED VALLEY

AN ARMY CORPS OF THE SPANISH LOYALISTS SKIS TO REFUGE IN FRANCE

France feeds, beds, and returns 6,000 deserters



Border marker at Pont-du-Roi. Travelers coming from France naturally see the distances to Spanish towns, and vice versa. The two Frenchmen belong to the Garde Mobile.

On March 31, the virgin snow of the Pyrenees' passes was tracked by a strange and fearful host. Down the dangerous slopes shown here they skied, rode and trudged into the French resort of Luchon, hitherto best-known for its winter sports and mineral waters. Never before had Luchon seen anything like it come out of the Monts Maudits, the Accursed Mountains beyond the Pass of Vénasque.

The passes spewed into Luchon first an army corps commander, then 6,000 men of the 31st Division of the Spanish Loyalist Army, two more generals and their staffs, then a trickle of exhausted women and children. Their fighting rear guard was 4,000 men of the 43rd Division. "It was massacre or flight," explained shamefaced General Juan Gallo, young Italian-born commander of the 10th Army Corps. But no French officer would shake hands with him, because he had arrived a shade too far ahead of his troops.

Luchon is nearly in the centre of the Pyrenees, 140 miles from the Mediterranean. Andorra is only 40 miles to the east and Lourdes 40 miles to the northwest. Furthermore, it is due north of Lérida which the Spanish Rebels captured on April 3. By doing so they cut off from Barcelona most of the Loyalist troops in the lines north of Lérida, who had been fighting an extremely languid war. Their officers, rightly afraid of execution by the Rebels, saved their men for the Loyalist cause by leading them 75 miles over the snowy Pyrenees into France.

The French did not want to keep them. It cost too much. They moved them back to concentration camps in Marignac, noted in the border sign at left. Then, though the Spanish Rebels squawked that sending them back to Loyalist Spain would be tantamount to French intervention, the French Government shipped most of them to the coast and so to Loyalist Spain and possible court-martial. Some 250 had asked to be sent to Rebel Spain and were sent back via Hendaye.



SPANISH MILITIAMEN SLIDING DOWN THE COL DE VÉNASQUE WHICH THE SPORTSMEN OF LUCHON HAVE FOUND BAD AVALANCHE TERRAIN



Marching under guard, the Spanish Loyalists were extremely annoyed by the mounted Moorish Spahis set to guard

them, front and rear. To Loyalists, Moors mean only the Moorish mercenaries of Rebel Generalissimo Franco. This

column is marching from the Hospice near the border, down the fine motor road to Bagnères-de-Luchon in the valley,

CONTINUED ON NEXT PAGE



Spanish father and child cross the frozen Pyrenees to France

Barehanded, coatless, grimacing with cold, this Spanish civilian father used a crocheted shawl to wrap his child, keep his own ears more or less covered on the long, bitter hike over the Pyrenees into

France. About 1,200 civilians felt so badly about the Loyalist rout that they followed the armies over the mountains. The whimpering child was chilled to the bone, did not, however, develop pneumonia.



Spanish militiaman is searched by French Mobile Guards at border, reinforced by nine platoons to handle the rush.



General Gallo, 35, commander of the 10th Army Corps, was snubbed by French officers in Luchon for outrunning his men.

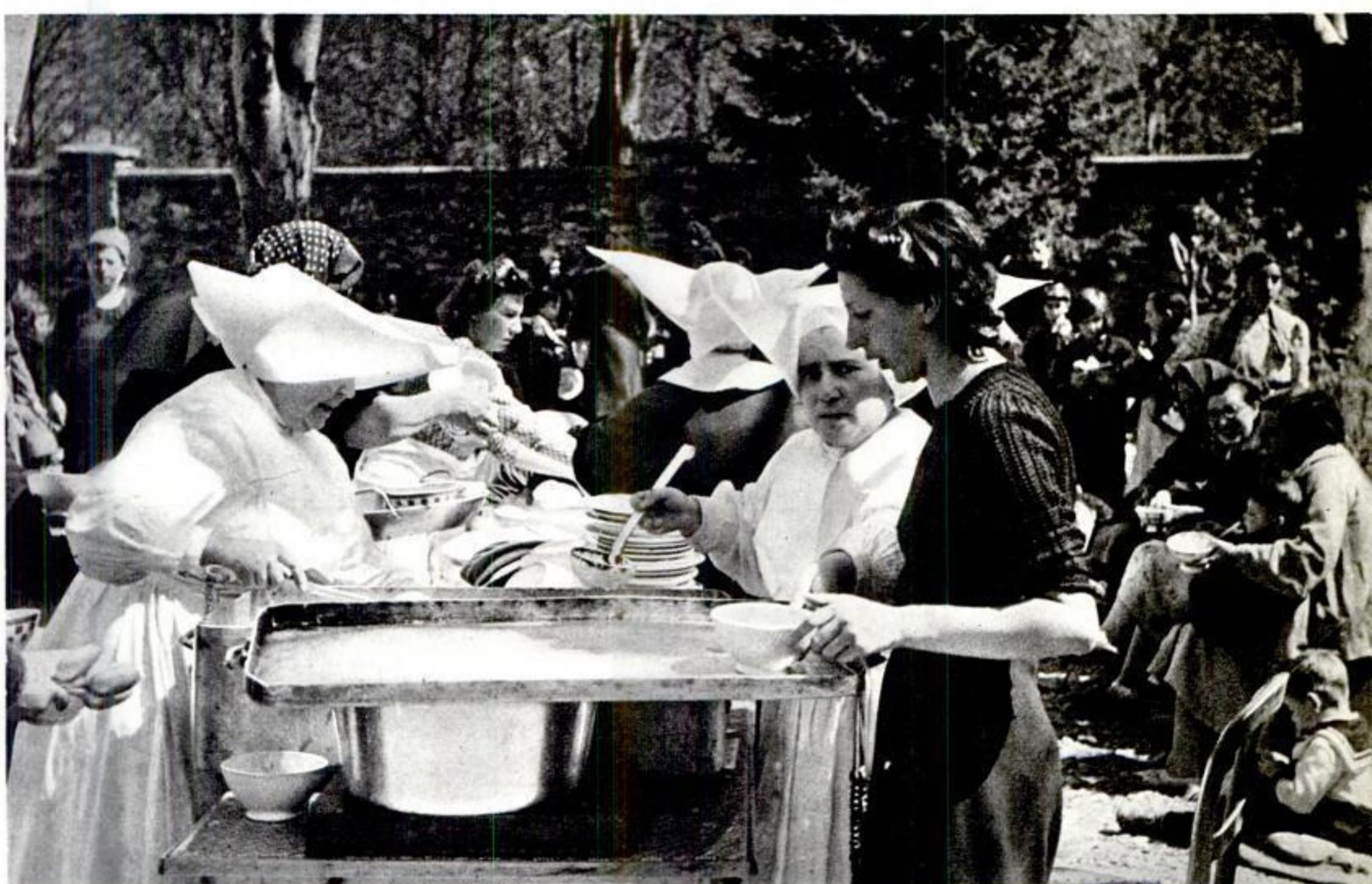


General Pozas, kinsman of Loyalist Chief of Staff Sebastian Pozas, is divisional commander of the 10th Army Corps.



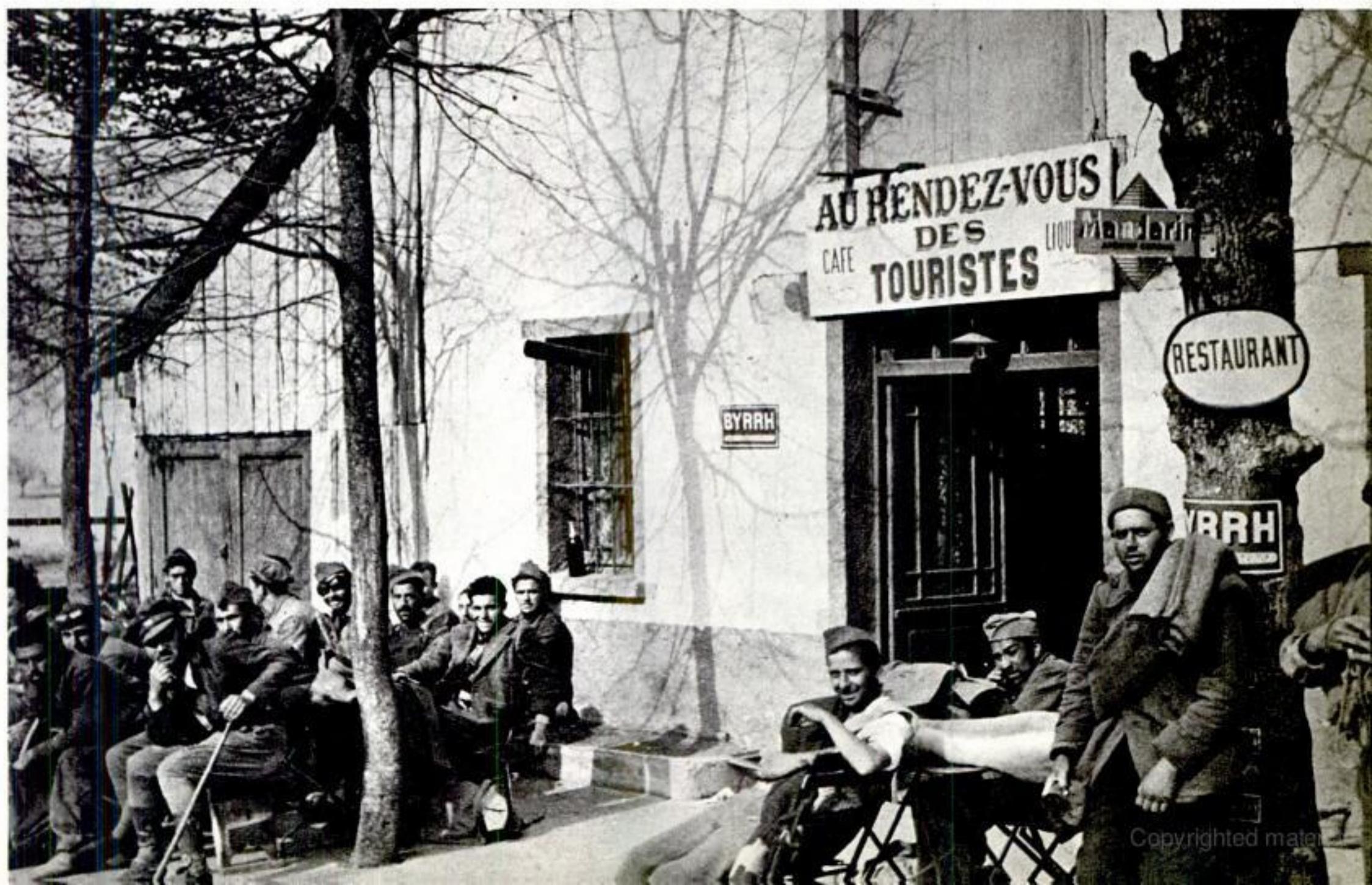
The rifles and cartridge belts of 6,000 men of the Spanish Loyalists' 31st Division were confiscated by French Mobile

Guards (dark uniforms) and soldiers (left). Much of these arms was made by Czechoslovakia's famed Skoda works.



French nuns of Saint Vincent de Paul and women of the prosperous mountain-resort town of Bagnères-de-Luchon

fed Spanish refugees good French soup. Below, Spanish militiamen rest in a border cafe before pushing on to Luchon.



Phraaspa

U. S. scientists survey big Parthian citadel where Rome's march to the East was stopped in 36 B.C.

Late in the first century before Christ the people of the Roman Empire began to grumble menacingly. The triumvirate decided that what they needed was a victory and so designated Marc Antony to go east and conquer the rich Parthian Empire, as Iran (Persia) was then called. Able Antony was given 100,000 men in 37 B.C., told to go straight to Armenia. Had he done so his campaign might well have been a success. However, he chose to pass through Syria to meet Cleopatra. Infatuated by her, his short visit dragged through to May of the following year. He then rushed southeast through Armenia, hoping to start the attack before the equinoctial rains which would soften his warriors' bows.

Aim of the campaign was Phraaspa (*right*), capital of the Parthian Empire which extended from Asia Minor to Afghanistan. This tremendous walled citadel, perched on an elevation 8,000 ft. high, was defended by 10,000 slave-soldiers, and many others occupied strongholds in the surrounding crags. In his hurry, Antony left his siege train and 40,000 warriors behind. He rushed the citadel from the east (A). The siege train was ambushed and entirely destroyed. Lacking siege engines, he tried to bridge the walls with an earth platform. The famous Parthian cavalry swarmed down from the hills, attacked Antony's troops from the rear. Antony and his men escaped from the trap through the mountains. Their retreat lasted 27 days during which they had 18 battles with the Parthians and lost another 32,000 men. This defeat stopped the eastward ambitions of the Roman Empire.

Led by Professor Arthur Upham Pope, director of the American Institute for Iranian Art and Archaeology, an expedition was for the first time able to survey the entire site last year and reconstruct on paper what was once a magnificent capital and is now a deserted ruin. This airview was taken by Dr. Erich Schmidt of the Mary Helen Schmidt Foundation. The native people from the neighboring area are superstitious about Phraaspa and believe that it was built by giants and is a divine city which is not meant to be inhabited by man.



Phraaspa's walls are about three-quarters of a mile in circumference, 45 ft. high and 18 ft. thick. They are made of tremendous masonry blocks strengthened by 30 bastions. In the centre of the enclosure is a beautiful lake of sky-blue water fed by springs that keep it at a constant level. This mysterious lake is probably an ancient crater, the depth of which



has never been plumbed. It overflows into the valley through a small river (E), makes the entire land fertile. According to ancient writers, a fire burned for 700 years in the Fire Temple (D) without leaving any ashes. The Temple was one of the strongholds of the Zoroastrian faith, religion of the Parthians before they adopted Mohammedanism.

The ruins (C) are those of a tremendous vaulted palace built a century or so after Anthony's attempted conquest. The picture at left shows the Islamic palaces (B) across the lake of Phraaspa. On the ramparts in the foreground are the crumbling remains of huge barracks (F) and storehouses which made it possible to maintain a large army in the enclosure.

THE KING OF ENGLAND'S DAUGHTERS GET A PRIVATE SWIMMING POOL

They learn how to swim at London's swank Bath Club

The real home of the royal family of Britain is shown below—the Royal Lodge in Windsor Great Park which they first took over in 1932 when the King was Duke of York. Until mid-May, they will hold court in Windsor Castle two miles away. In the lower right-hand corner of the picture is the miniature four-room house given by the people of Wales to Princess Elizabeth who will be 12 on April 21. It is called *Y Brynhydd Bach to Gwelt* ("The Little House with the Straw

Roof"). Rooms are five feet high. Just in front of it are the tiny gardens where Princess Margaret Rose specializes in potatoes; Elizabeth in polyanthus, forget-me-nots, Canterbury bells and pansies. A big speckled toad is their pet.

Latest addition to the royal princesses' playground is the swimming pool in lower right corner, on which laborers can be seen working. On March 9, Elizabeth won her lifesaving certificate at London's Bath Club.

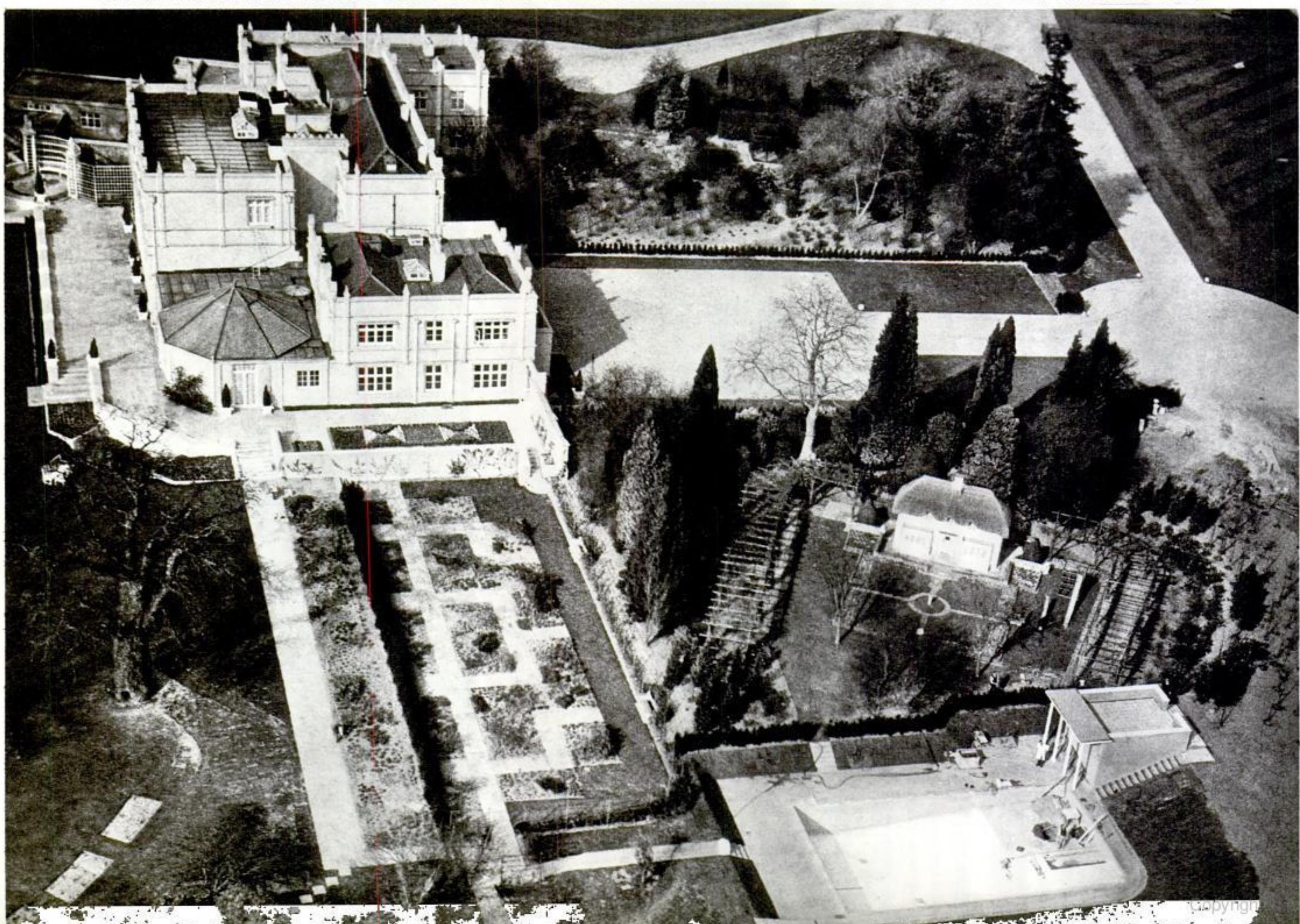


Princess Elizabeth, heir to the British throne, emerges from London's Bath Club after a swimming lesson from a Miss Daly who also taught her father and uncle at the same place.



Princess Margaret Rose, 7, rarin' to go after her swim, is now a junior member of the Bath Club. Her mother is a patroness. The princess can now swim the length of the club pool.

THE ROYAL LODGE AT WINDSOR GREAT PARK. AT LOWER RIGHT THE PRINCESSES' MODEL HOUSE AND NEW SWIMMING POOL



You can buy INTERNATIONAL TRUCKS *on Convenient Terms*



The new 2-Ton International Model D-40
with utility stake body

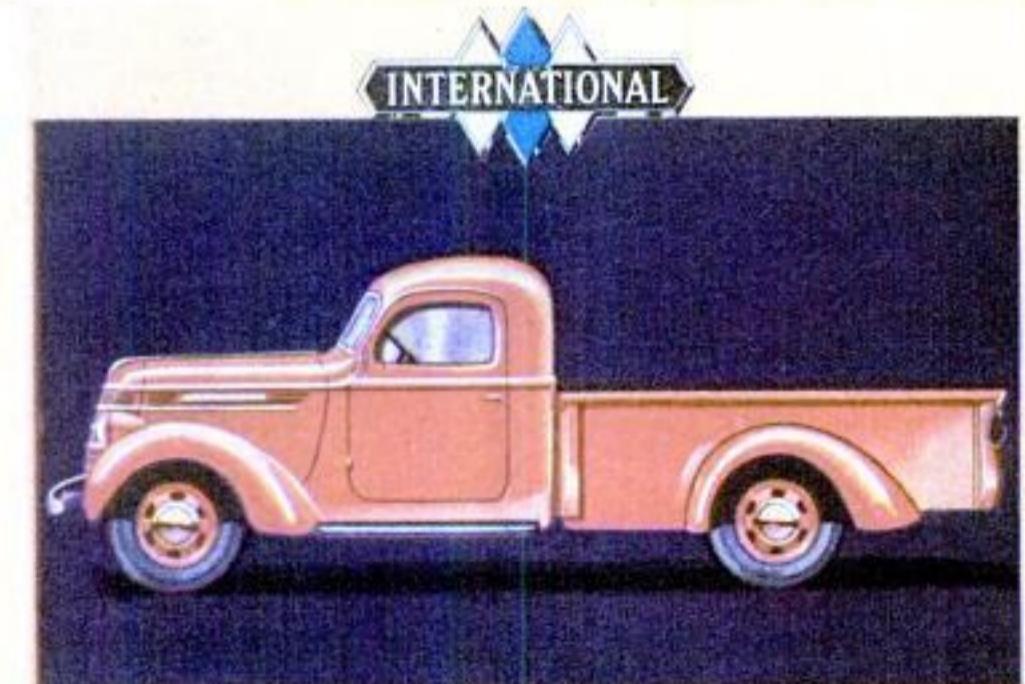
Long, long before the very birth of the automotive industry the men who laid the foundation of *International Harvester* were selling millions of dollars worth of equipment annually, on "time." Trucks came into the picture many years later.

In the past 30 years tens of thousands of men have been helped to ownership of

International Trucks by International Harvester's extension of credit.

Pay CASH on delivery for your trucks when you can, and save *all* financing charges, but when cash must be conserved see what International's practical time-payment plan can offer you. Let International Trucks earn their way as you pay.

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)
180 North Michigan Ave. Chicago, Illinois

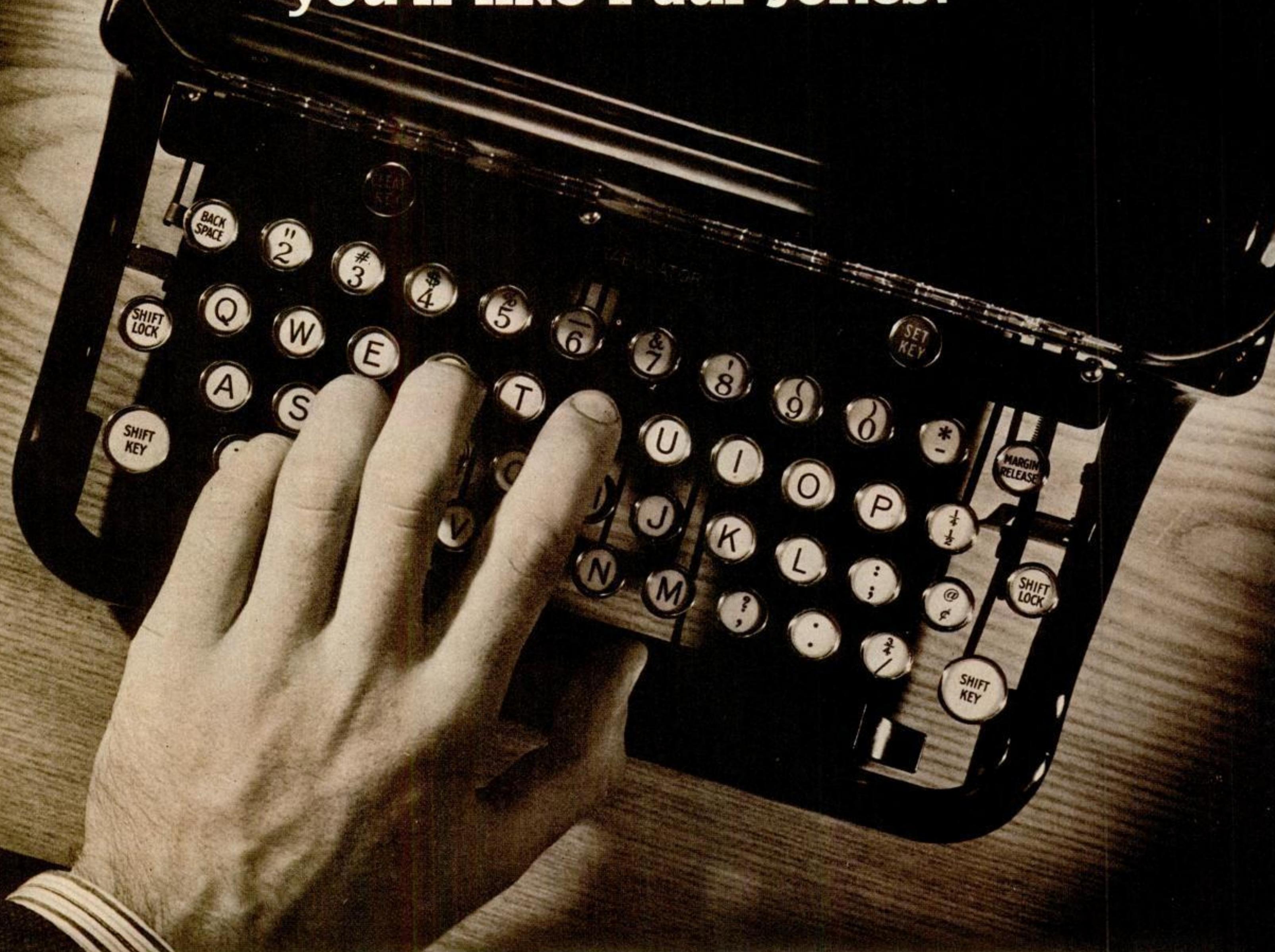


One of the International Pick-up Trucks. These light-duty pick-up trucks come in 3 sizes: the $\frac{1}{2}$ -ton Model D-2 in two wheelbase lengths, 113 and 125 inches; and the $\frac{3}{4}$ -to 1-ton Model D-15, wheelbase 130 inches.

There are International Trucks for every hauling need from $\frac{1}{2}$ -ton light delivery up to powerful six-wheelers. International dealers and Company-owned branches are at your service.

INTERNATIONAL TRUCKS

Under his fingers...the reason you'll like Paul Jones!



D R Y

YES, those three letters...D-R-Y...spell Y one big reason why so many men of discerning taste find Paul Jones Whiskey very much to their liking!

For Paul Jones, you see, is a truly DRY whiskey—hearty and robust (as a man's whiskey *should* be!)...yet without a trace of sweetness in its make-up.

And this crisp, clean-flavored quality of

DRYNESS is just one of many reasons why Paul Jones has been famous as "A Gentleman's Whiskey" since 1865. Try Paul Jones—discover *all* the reasons! Frankfort Distilleries, Incorporated, Louisville & Baltimore.

★ ★ ★ ★
A blend of straight whiskies.
100% straight whiskies—90 proof





PUCK OF MIDSUMMER NIGHT'S DREAM OBSERVES THE CAPITOL FROM THE FOLGER SHAKESPEARE LIBRARY

Life presents a portfolio of

WASHINGTON OFFICES IN COLOR



HANDBOMEEST OF NEW WASHINGTON BUILDINGS IS FEDERAL RESERVE HEADQUARTERS, ADORNED BY EAGLE OF WHICH CLOSE-UP APPEARS BELOW

THE U. S. CAPITAL: A CITY OF LITTLE PEOPLE IN BIG BUILDINGS

With the New Deal there has risen a New Washington of massive magnificence

When Franklin Roosevelt entered the White House in March 1933 there were 75,000 Government employes in Washington, exclusive of Congressmen, judges and other such exalted folk. Now there are 112,000.

At first the hordes of clerks and administrators who manned the New Deal's new emergency agencies spilled over into Washington office buildings, even into private houses. But a great Government building program begun in the Coolidge-Hoover regimes has gradually come to completion under the New Deal, which has also raised some edifices of its own. To the citizen who last visited the Capital a mere five years ago there now appears a new and greater Washington, massive, monumental, magnificent.

Padding through the streets of most great American cities, little men and women rarely crane their necks at the precipitous skyscrapers of American business, and so lose the sense of being dwarfed by their surroundings. But Washington's monstrous buildings hug the earth, thrust not to the sky but to the horizon. A sense of immensity is inescapable. The visitor's strong first impression in Washington is of a city of little people in big buildings.



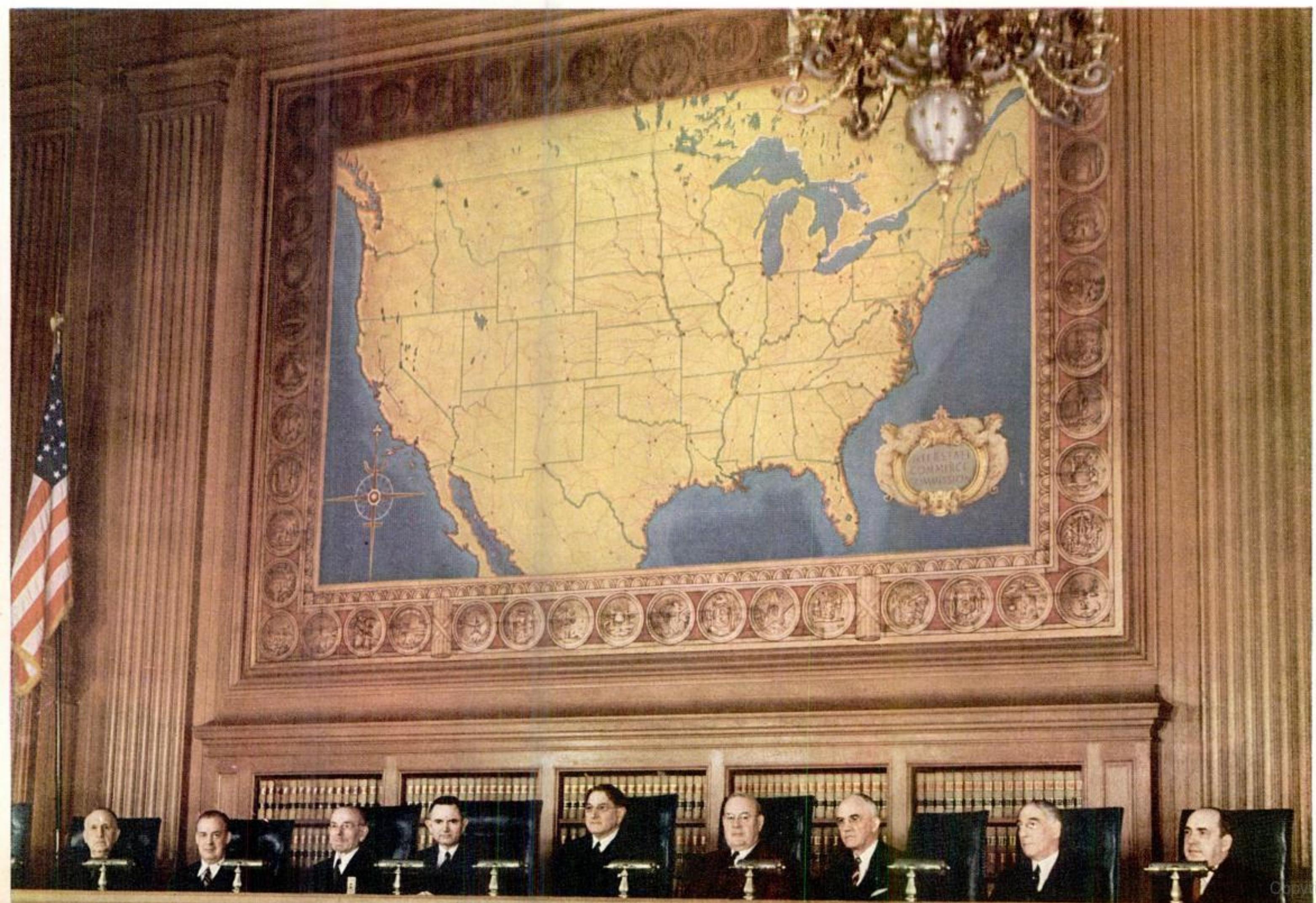
These marble and limestone piles, deriving from ancient Greece and imperial Rome by way of Chicago's 1893 World's Fair, are majestically remote from the earthy roots of American life. And the innermost Seats of the Mighty, as you may see on the following pages, are heroic in size, imperially rich in color and furnishing. In such surroundings, the observer concludes, it must be easy for men to talk of billions and plot great schemes for reshaping a nation's life.

At top of opposite page, grouped in their board room on the second floor of the building above are the five members of the Board of Governors of the Federal Reserve System, now in the thick of the Depression crisis as manipulators of the nation's credit and currency supply. Left to right: Vice Chairman Ronald Ransom, Chairman Marriner S. Eccles, Chester Davis, John McKee, Menc S. Szymczak. At bottom, in their hearing chamber, are nine members of the Interstate Commerce Commission, now wrestling with the problem of preserving the nation's railroads from ruin. Left to right: Claude R. Porter, Joseph B. Eastman, Balthasar H. Meyer, Walter M. W. Splawn, Clyde B. Aitchison, Frank MacManamy, William E. Lee, Carroll Miller, John L. Rogers.



The Federal Reserve Board in session (above)

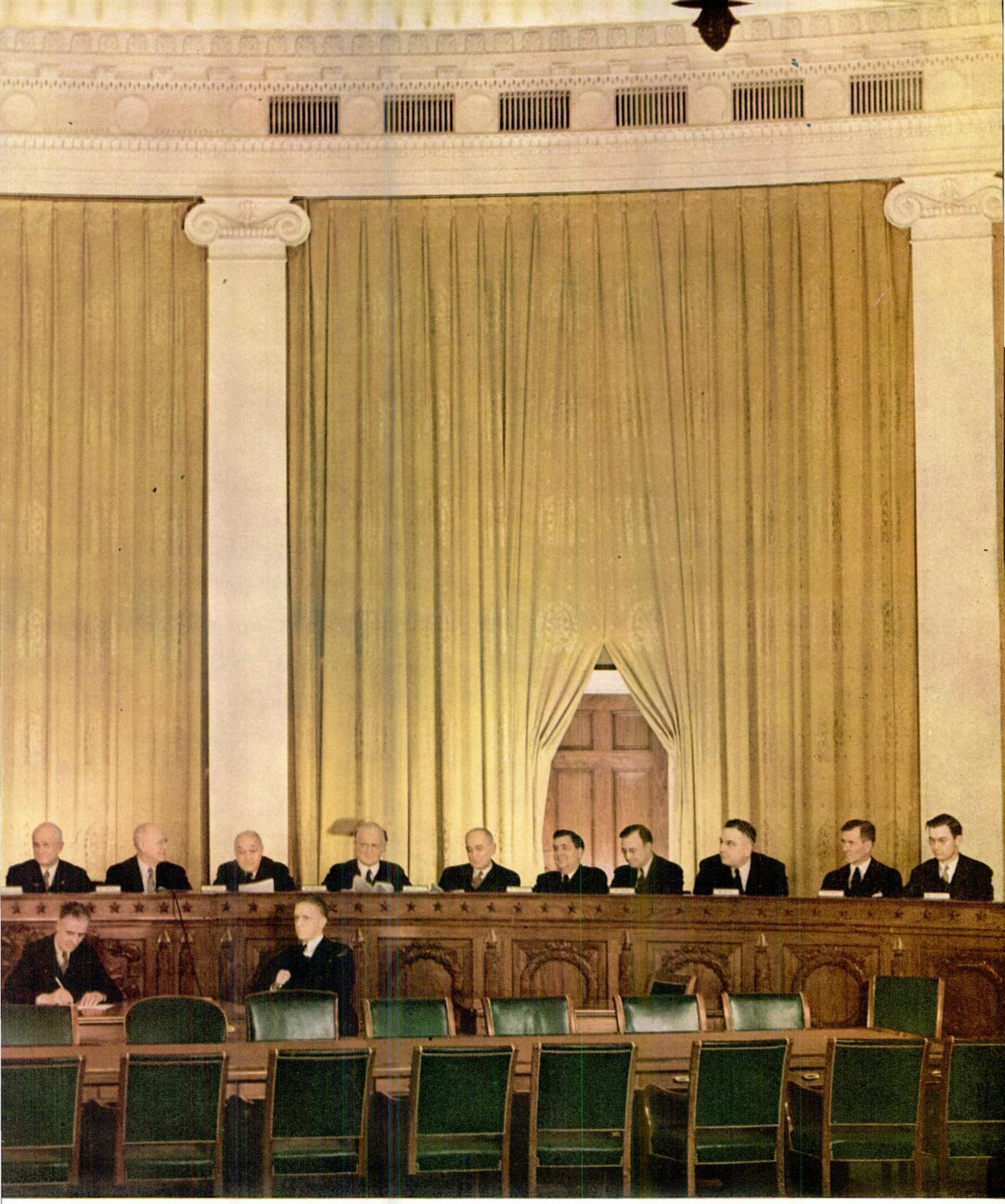
The Interstate Commerce Commission in session (below)





Ways & Means: Top Committee of the House of Representatives

The most elaborate and imposing committee room on Capitol Hill is in the House Office Building and belongs appropriately to the oldest and most important committee of the House, the Committee on



Ways & Means, which originates all revenue bills. The veteran Congressmen who have worked up to this committee are (*left to right*): Michigan's Dingell, Oklahoma's Disney, Arkansas' Fuller, Indiana's Boehne,

Tennessee's Cooper, Kentucky's Vinson, Maryland's Lewis, Massachusetts' McCormack, Texas' Sanders, New York's Cullen, North Carolina's Dougherty (chairman), Massachusetts' Treadway, New

York's Crowther, Minnesota's Knutson, New York's Reed, Michigan's Woodruff, Ohio's Jenkins, Missouri's Duncan, Illinois' Thompson, Iowa's Wearin. Seated in front are Clerks Price, Bumgardner, Rapp.



Attorney General of the United States

Attorney General Homer Stillé Cummings (shown with his executive assistant Ugo Carusi) sits under a high-vaulted ceiling in a Mussoliniesque office, 45 feet long by 25 feet wide, in the northwest corner of

the fifth floor of the Department of Justice Building. Behind him stand the flags of the U. S. and the Attorney General (eagle and U. S. seal on blue). Overhead is a mural by Leon Kroll titled "Triumph of Justice."

Secretary Ickes' \$13,000,000 building

The little man possessively inspecting this big building is Secretary of the Interior Harold LeClair ("Honest Harold") Ickes. A PWA project, his building, the first big one planned and built by the

New Deal, houses 3,000 of his employes, has 3,681 inside doors, 4,432 windows, three miles of corridors. Finished early last year, it cost \$13,000,000, is the largest air-conditioned office building in the world.



CONTINUED ON NEXT PAGE

(continued)

SECRETARY ICKES' HOME: A WASHINGTON FOOTNOTE



THE SECRETARY OF THE INTERIOR'S HOME (ABOVE) AND A RICH INTERIOR (BELOW)



BELOW: SECRETARY ICKES' 1,500-VOLUME LIBRARY INCLUDES A RARE CHAUCER FOLIO



Rare is the Government official who can afford to live in anything remotely approaching the magnificence in which he works. But that old Chicago reformer, Secretary Harold Ickes, the Bulldog of the New Deal, married a rich woman who left him her fortune when she was killed in an automobile accident three years ago. Last summer Mr. Ickes moved out of his rented house at Chevy Chase Lake, Md. and into this pillared mansion at Olney, Md. which he had bought.

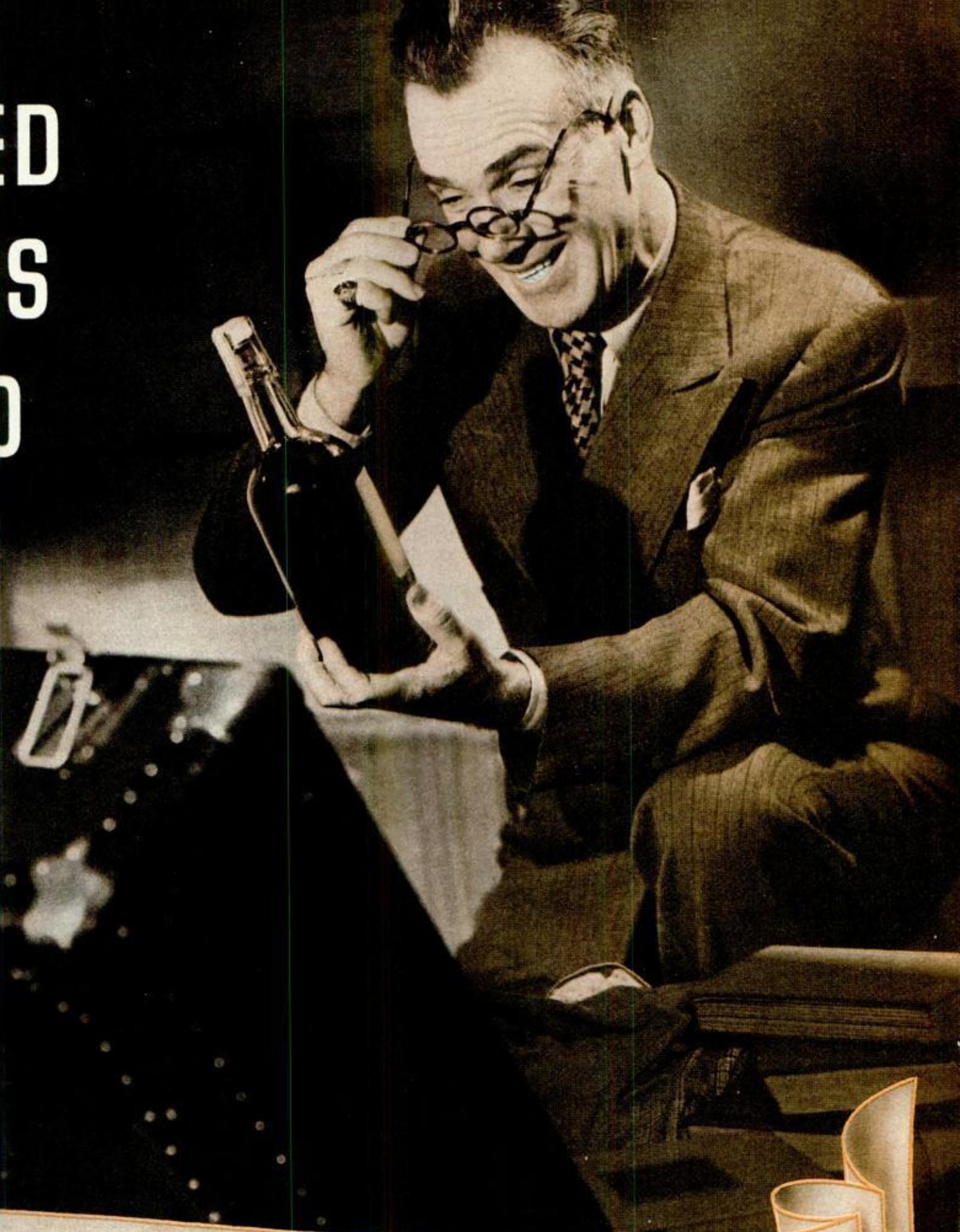
The Secretary's estate comprises 170 rolling acres, a dozen buildings. The residence has ten rooms. Mr. Ickes personally supervised its redecoration, journeying to New York to pick the wallpaper. There are also a four-room guest house, a four-room servants' house, a fine modern barn, a lambing house, a garage and sheds. The farm, which once belonged to a vice president of the Chesapeake & Ohio Railroad, is equipped for dairying, but Mr. Ickes has not yet decided how much farming he will do. So far he has chickens, five cows and calves, a white mule.

To tend his bachelor quarters Secretary Ickes has a chauffeur named Eric whose wife Ruth is housekeeper & cook, and a second maid named Julia. One of the Government's hardest workers, he gets up at 6:15 a.m. to drive to Washington in his Packard Super-Eight, gets home about 6:30 p.m., goes to bed at 9 or 10. He rarely entertains, has given up his old hobbies of gardening and stamp-collecting.



Secretary Ickes changed his Great Dane bitch's name from Cinders to Cinder because "I insisted she was singular."

MEN SEARCHED THEIR CELLARS FOR FINE OLD WHISKIES



SO SEAGRAM COULD PROVE THAT CROWNS TASTE FINER
THAN FAMOUS BLENDED WHISKIES OF "THE OLD DAYS"



SEAGRAM advertised for rare old whiskies...paid \$25 for each bottle of a bona fide blend bottled before 1919. Then Seagram asked its qualified experts to compare these old blends...side by side with 5 and 7 Crown. Unanimously these men agreed: "Crowns are finer tasting, smoother, mellower."

Blending skill explains it. It was *master blending*

that produced the unrivalled Crown taste. A taste so fine that—from July, 1935, to December, 1937—in 14 states that publish records*—more people bought Seagram's 5 and 7 Crown than all other blended whiskies in their price class *combined*.

At the bar—or wherever you buy—think before you drink...say Seagram's and be sure.

*Based on all available official figures from July, 1935, to December, 1937, issued by the Liquor Control Boards of 14 states: Pennsylvania, Michigan, Iowa, Idaho, Utah, Maine, Ohio, Oregon, Vermont, Virginia, Montana, West Virginia, Washington, Wyoming. It includes the sales of all blended whiskies in the price class of Seagram's Crowns—ranging at present from 90¢ to \$1.50 per pint. Copyr. 1938, Seagram-Distillers Corp., N. Y.

Seagram's Crown
WHISKIES
They're Finer - They Taste Better
BECAUSE THEY'RE MASTER BLENDED

SEAGRAM'S FIVE CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains.
SEAGRAM'S SEVEN CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 37½% straight whiskies, 62½% neutral spirits distilled from American grains.

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Modern Refining Methods Achieve a Miracle of Purity

Today, through half a century of scientific research, your car can enjoy the luxury of *pure* conditioned Quaker State Motor Oil. In four great modern refineries . . . operating under the most exacting control . . . the finest Pennsylvania crude oil is freed of all trace of impurities, resulting in an oil so *pure* that you need have no fear of motor troubles from sludge, carbon or corrosion. Quaker State's scientific achievement in oil

purity adds the crowning touch of perfection to nature's choicest lubricant. You can buy Quaker State with complete confidence that lubrication troubles will be ended. Have your dealer, today, drain out the worn Winter oil and refill with *Acid-Free* Quaker State Motor Oil of the proper grade for your car. Retail price, 35¢ a quart. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

*Buy Acid-Free Quaker State
it Makes Cars Run Better, Last Longer*



RELEASED FOR
PUBLICATION



Every year countless thousands of U. S. girls lend their pretty faces and figures to publicize the vegetable products of their various states and cities. There are cotton queens, potato queens, artichoke

queens, bean queens and spinach queens. But none is as pretty as the flower queens who reign in the spring. In the first week of April the Puyallup Valley of the State of Washington, greatest bulb-growing

centre in the country, held its annual Daffodil Festival. Eight of the Valley's prettiest girls arrayed themselves in blossoms, by methods described on the next page, and smiled their best spring smiles.

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RELEASED FOR PUBLICATION (continued)



A FACT: Beer is sensitive to light. In as little as 12 minutes of sunlight, the delicate hop flavor of good beer may be lost.



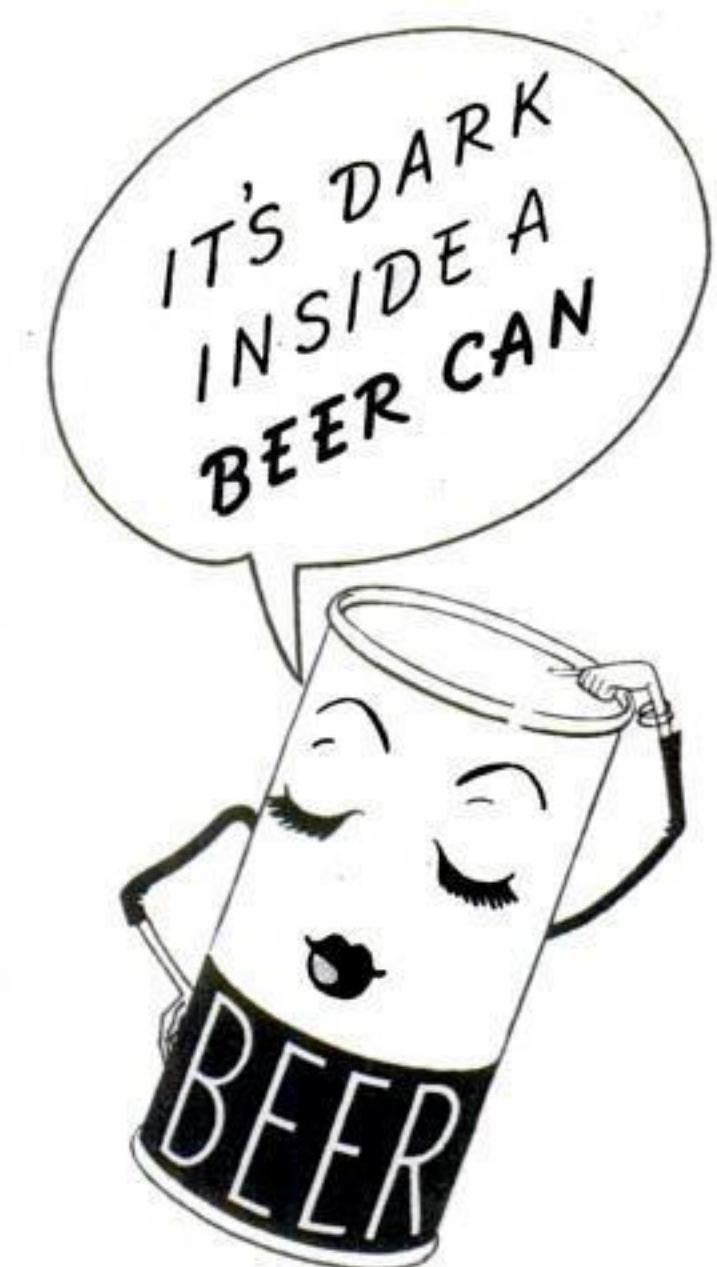
Jackets of netting are donned over bathing suits by the daffodil girls on festival day in Sumner, Wash. All the "queens" are local high-school and working girls.



In the daffodil fields, the big yellow blossoms are fastened onto the net jackets. Daffodils bloom almost as soon as the frost leaves the ground in Washington.



Bedecked with blossoms and carrying bunches of the flowers, the eight daffodil girls come through a barbed-wire fence. Later they rode on floats in a parade.



It is always "midnight" inside a beer can. That means the photochemical process (which destroys the delicate taste of beer when it is exposed to light) is absolutely stopped. Nothing can get into a beer can. Nothing can get out. Your beer is protected from the brewery to your glass. Say "IN CANS" when you buy beer.



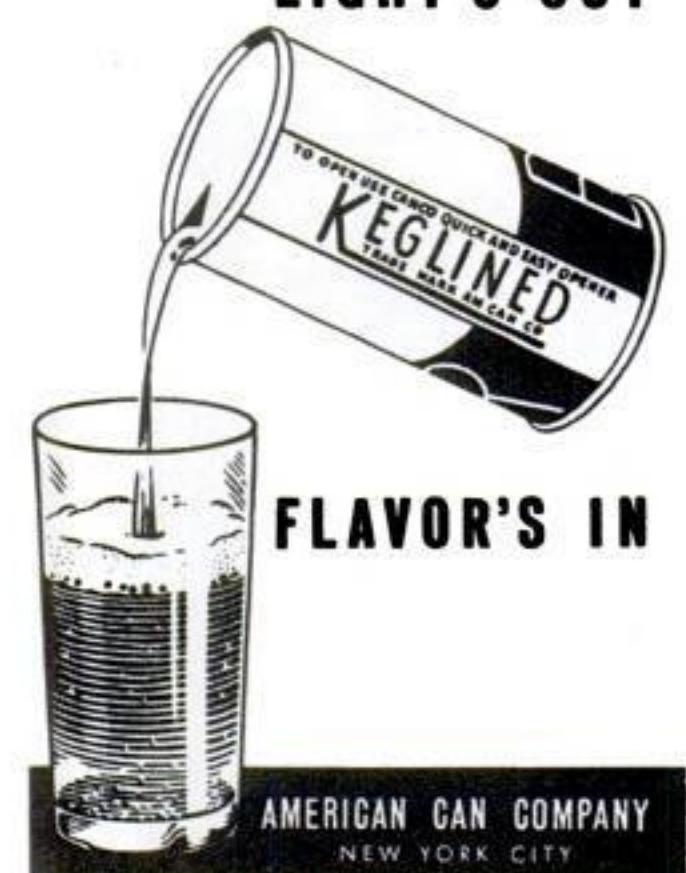
EASY TO CARRY
Less weight, no fear of breakage. Easier to carry because a can is shaped like this □



EASY TO COOL
Put canned beer anywhere. Takes less space and it's easy to stack because it's shaped like this □

AND SO GOOD!
You get the true flavor of good beer when you pour the cool, golden brew from a can.

LIGHT'S OUT



FLAVOR'S IN

AMERICAN CAN COMPANY
NEW YORK CITY



There's a Feeling of
Quick Refreshment When
a "Drowsy Mouth" Wakes Up!

Fight Acid

WHEN YOU BRUSH
YOUR TEETH !

IF YOU WANT to enjoy a sense of invigorating refreshment, to add radiance to your smile, *fight acid when you brush your teeth.*

For acids are present wherever food particles ferment. These are the acids that are a common factor in tooth decay. Also such fermentation may cause a disagreeable taste and mar the freshness of the breath.

That is why a principal ingredient of Squibb Dental Cream is a pure, safe and reliable antacid. When it comes in contact with acids in the mouth, it neutralizes them, alkalizing and freshening at the same time it cleanses.

Use Squibb Dental Cream regularly—two or three times a day—to brush your teeth and massage your gums.

And don't forget that by adequate professional service and daily home care, *most tooth decay can be prevented.*

SQUIBB TOOTH POWDER—*has the same scientific advantages as Squibb Dental Cream*

SQUIBB
ACID-NEUTRALIZING
Dental Cream



THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

WAKE UP AND LIVE



Robert Coburn

Going Strong "In college, back in 1932, I was up to my neck in athletics besides carrying a full schedule of classes. Result was I got sluggish and irregular. The athletic coach told me what I needed was Fleischmann's Yeast, pronto. So I began eating 3 cakes a day.

"It certainly was the goods. My elimination became regular again, the heavy feeling disappeared and I got down to work. We hung up some nice records that year . . .

"I'm sold on Fleischmann's Yeast—still eat it, to keep in shape for my job."

ROBERT COBURN

Good Times at School

"Last spring my face got looking sort of red and bumpy. I've seen boys my age with pimples all over their faces. I'd just go off and die if my face got that way.

"I tried cutting out sweets. But that didn't seem to help. Then one day Mother brought home some Fleischmann's Yeast, and I started eating it.

"After about two weeks, I felt just swell. And then my skin began to look better. I kept right on eating yeast—and I was just fine when school started this fall.

"Now I'm having lots of fun, go in for all sorts of sports and was elected President at school. Every Friday I have to speak before 800 people. I'm surely glad Fleischmann's Yeast helped to clear up my skin so that I look all right again."—JO ALLISON HUMES

IT is the prompt action of the millions of tiny, live yeast plants in each cake that makes Fleischmann's fresh Yeast so effective.

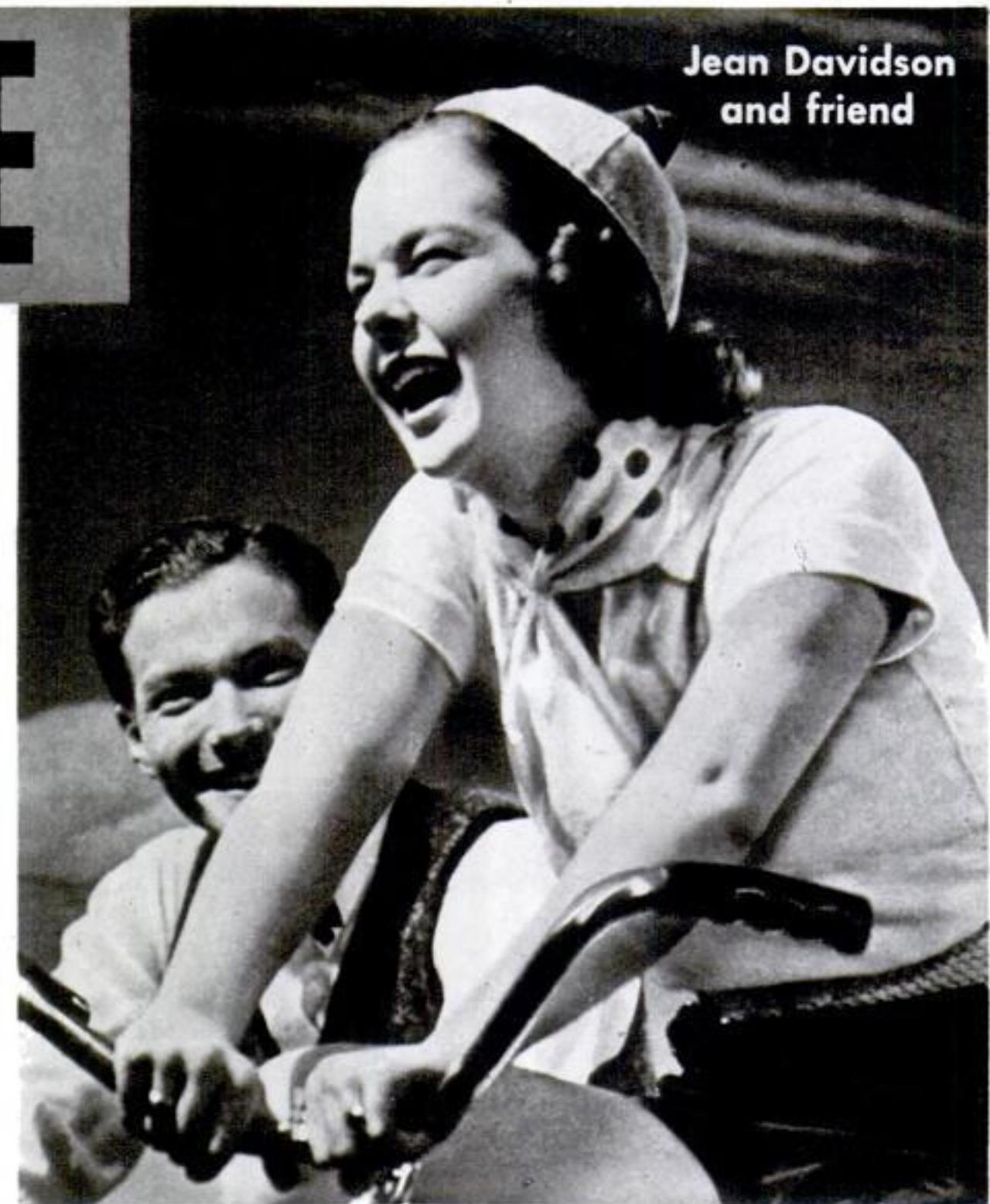
These microscopic yeast plants get busy at once helping to stimulate and increase the flow of gastric juices. Your entire system is kept cleaner and more active. Skin troubles begin to clear up—your bowels to become reg-

ular, that pepless feeling to go.

Each cake of this fresh food is fortified with 4 vitamins (A, B, D and G)—the Cold-Resistance Vitamin, Nerve Vitamin, Bone Vitamin and Vitality Vitamin. 3 cakes a day, together with your meals, give you *all* of these vitamins you need. Start today to eat yeast. Eat 3 cakes daily—a cake about $\frac{1}{2}$ hour before each meal.

Copyright, 1938, Standard Brands Incorporated

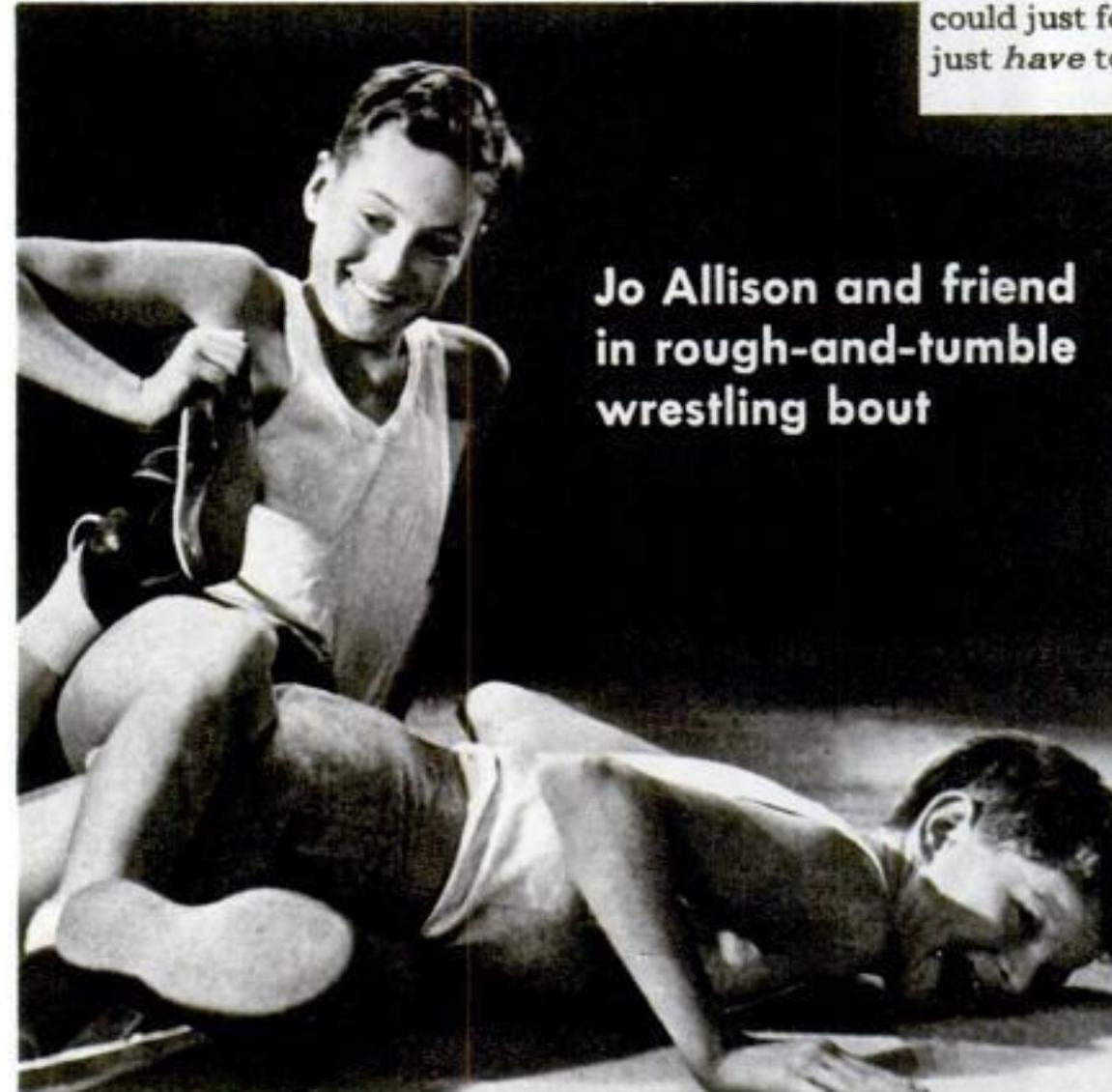
Jean Davidson
and friend



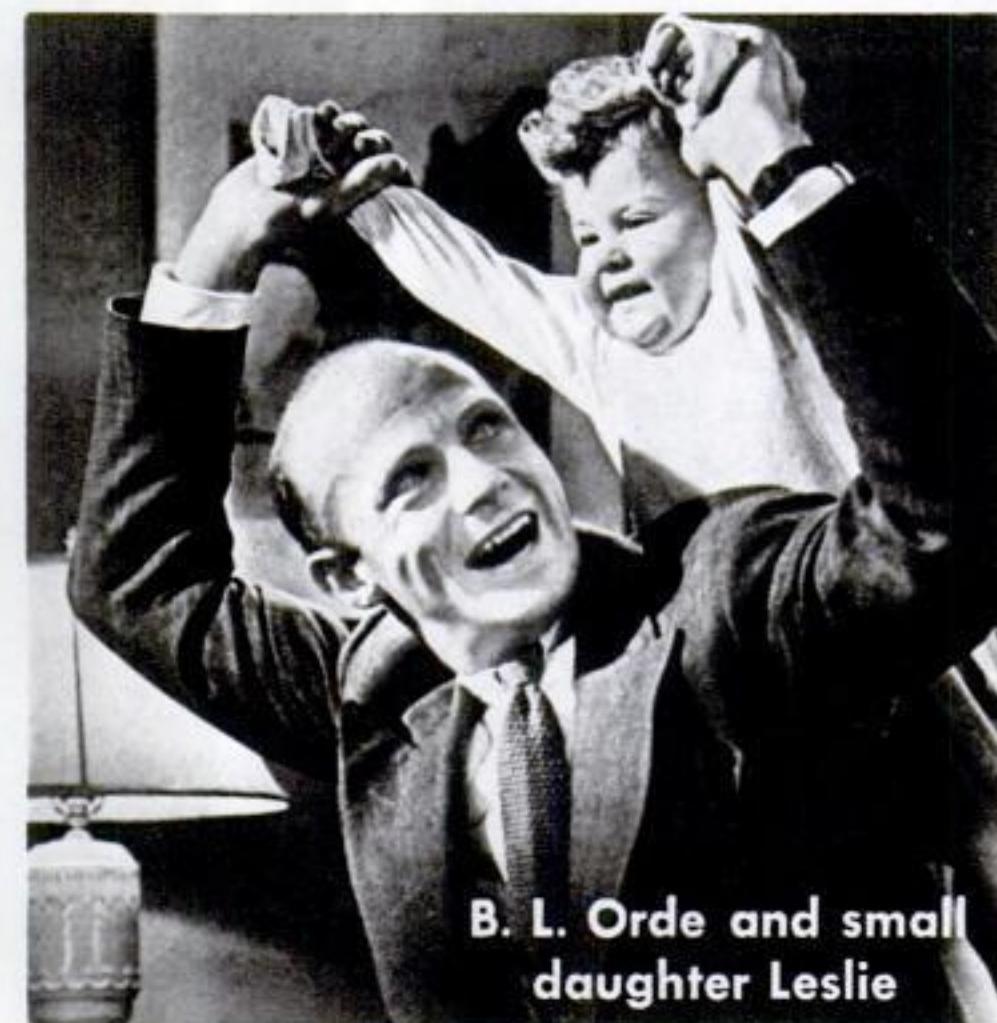
Loads of Fun these Days "Last fall after I went away to college, I was terribly homesick. Then, to add insult to injury, my skin suddenly broke out in awful spots on my forehead. I hated to go out, even to class.

"I hated everything. I sat down and wrote Mother I wanted to come home—but she didn't see it my way. A letter from my best friend reminded me of Fleischmann's Yeast. I remembered she'd cleared up pimples by eating it, and I went right out and bought some.

"That was late in September. By the middle of October my face was definitely improved and by the end of the month my skin was so good I could just forget it. Young people can have loads of fun these days. But girls just have to be sure of their looks to be happy, I think."—JEAN DAVIDSON



Jo Allison and friend
in rough-and-tumble
wrestling bout



B. L. Orde and small
daughter Leslie

Enjoying Life Once More

"A few months ago I started in on a new job as advertising solicitor for a well-known screen magazine. I was anxious to make good and didn't realize at first how hard I was driving myself. Result was I got pulled down, felt nervous and all-in.

"I knew I'd have to do something to snap out of it quick. Eleven years ago Fleischmann's Yeast had helped build me up after a bad siege of boils. So I decided I'd start right in eating it *regularly*. It gave me what I needed, all right. I've got the pep it takes to put over my job, and I'm enjoying life once more. I'm eating yeast now to keep up the good work."—B. L. ORDE

MOVIE OF THE WEEK:

Test Pilot

FLYING SCENES WERE MADE AT MARCH FIELD, CALIF. A CAMERA CREW FILMS ONE OF THE NEW ARMY BOMBERS CALLED "FLYING FORTRESSES"



Myrna Loy marries a test pilot (Clark Gable) and soon finds herself counting each agonizing tick of the clock: "Still living, still living, still living."

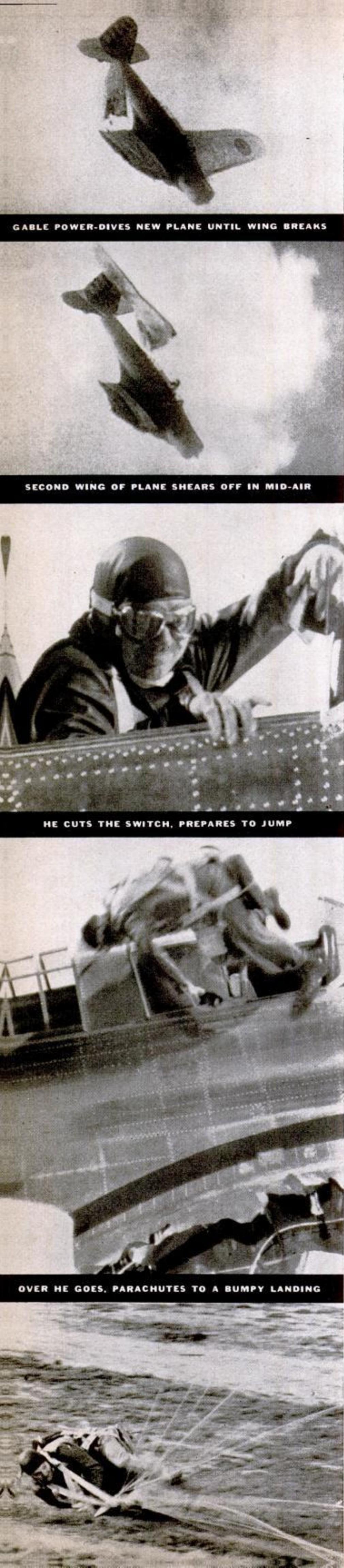
**Gable, Tracy and Myrna Loy make a story of the
men who taunt death in new airplanes**

The most suicidal occupation in the peacetime world is very likely that of test pilot. The test pilot's job is to try out new planes of all models and see just what they can do. Sometimes they cannot do all that the pilot asks them to and when that happens it is a matter of jump or get killed. There are about 100 test pilots in the U. S., most of them between the ages of 20 and 30. They earn big money and live high and hard, if not long. After a few years they either retire or adopt a fatalistic bravado like the hero of M-G-M's new movie, who fancies himself as playing a game with a lady in a pretty blue dress, high above the earth.

One of the ablest of test pilots was Jimmy Collins. One day in 1935 he was making what was to have been his last flight before retiring. Suddenly, in a power-dive, a wing sheared off, the whole ship seemed to fall apart in mid-air and Jimmy Collins had no chance to jump. *Test Pilot* gets its title from a book which Collins had just written. It makes the most of the test pilot's daredevil life and the spectre of death which hangs over one pilot (Clark Gable), his mechanic (Spencer Tracy), and most of all, his wife (Myrna Loy).

Among the planes used in the picture are the Army's huge new bombers, nicknamed "Flying Fortresses," probably the most powerful war planes in the world. The scenes in which they appear were shot at March Field, Calif., with Army co-operation. Doubles appear for the stars in dangerous scenes.

CONTINUED ON NEXT PAGE



Movie of the Week (continued)

Page 48



Clark Gable's life as a test pilot is one crack-up after another. One of these, shown in the strip of pictures at left, is similar to the crash which killed Jimmy Collins, except that in the movie the test pilot escapes. The shots of the plane losing its wings were made with models. The other pictures on these pages show a simulated crash of one of the huge new Army bombers. This incident, too, had a real-life parallel,

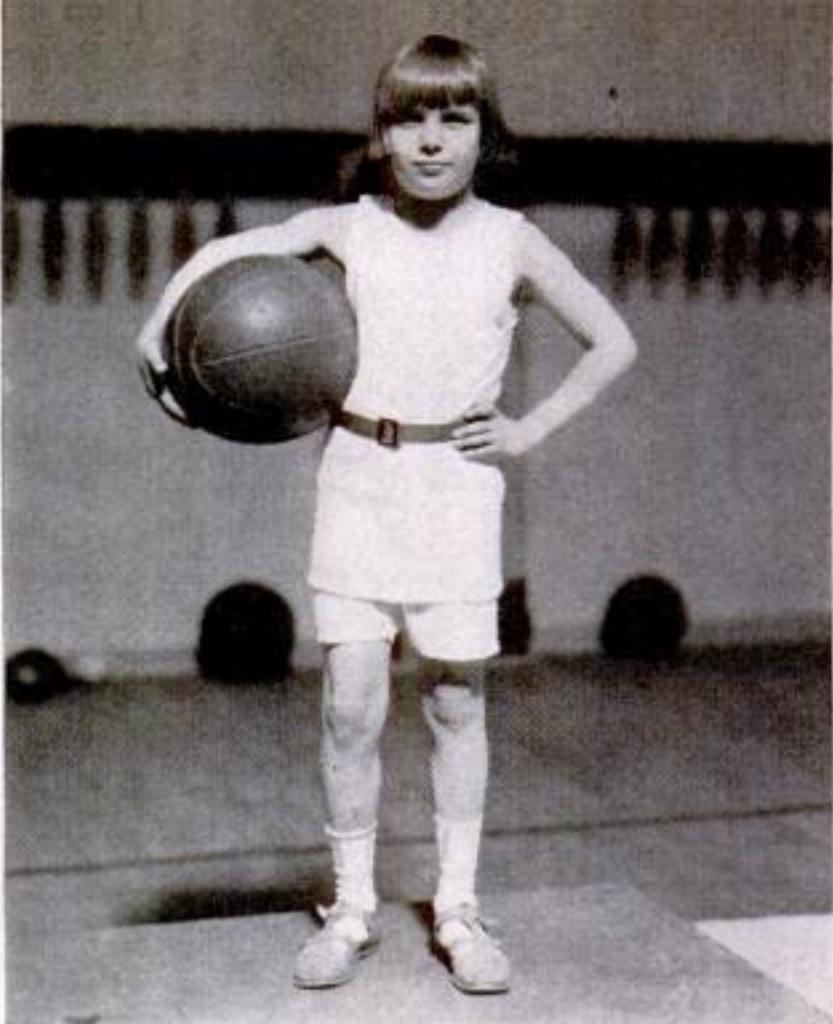
for the *Boeing 299*, first of the "Flying Fortresses," cracked up on a test flight in 1935. In the movie, Gable tries to push the great bomber beyond its ceiling of 30,000 ft. Suddenly it goes into a tailspin, and he brings it out just in time to ease the crash. Unconscious for a moment (*above*), he recovers in time to drag his dying mechanic, Spencer Tracy, from the cabin (*below*) as the ship breaks into flames (*opposite page*).







Four years old: In 1919 Jackie became a star in *The Kid* with Charlie Chaplin.



Seven years: By 1921, he had become one of the biggest box-office draws in movie history.



Twelve years: He had retired with a \$1,000,000 fortune. His father invested and increased it.



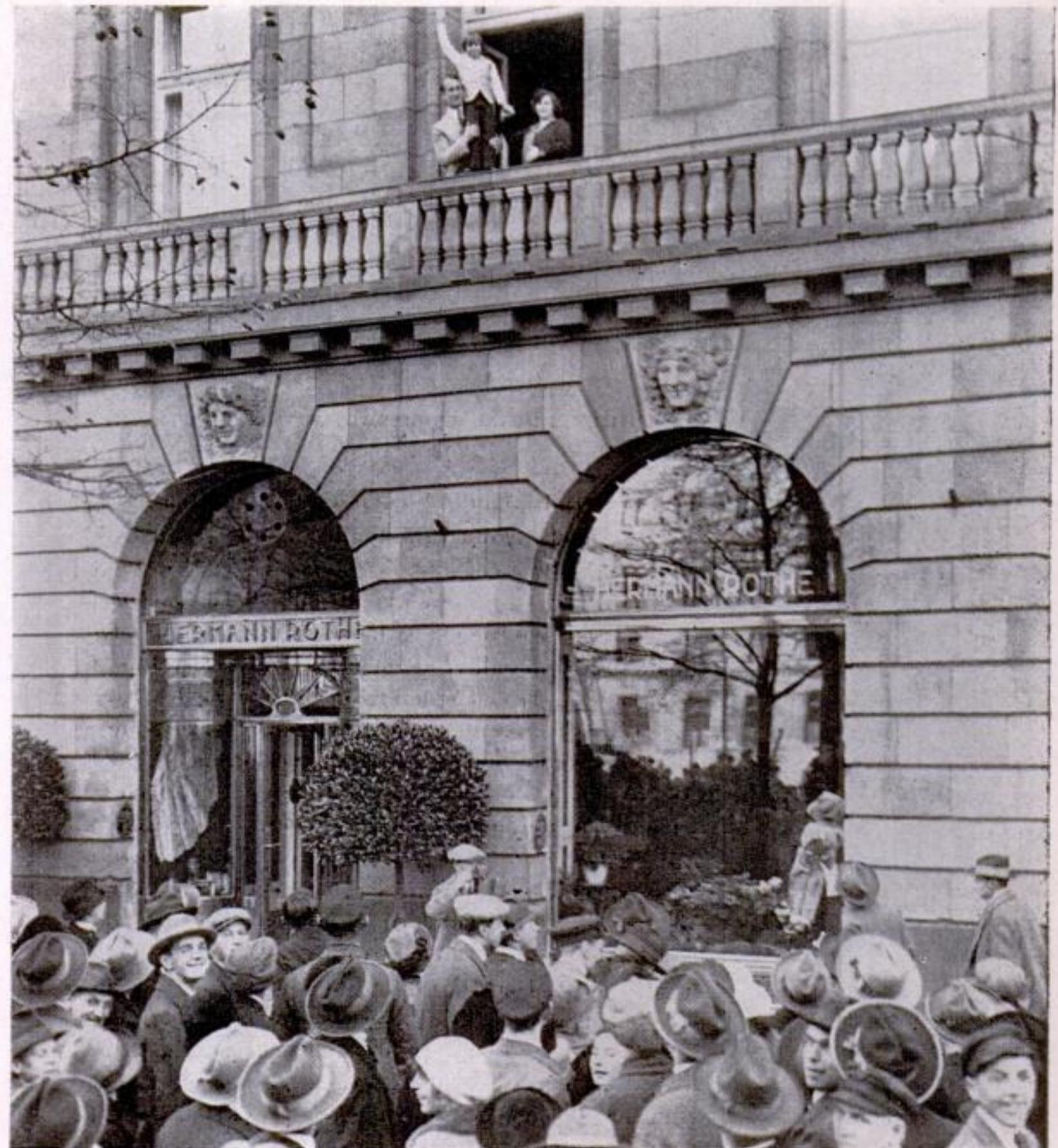
Fourteen years: He was preparing to return to the screen to make *Tom Sawyer*, only fairly successful.



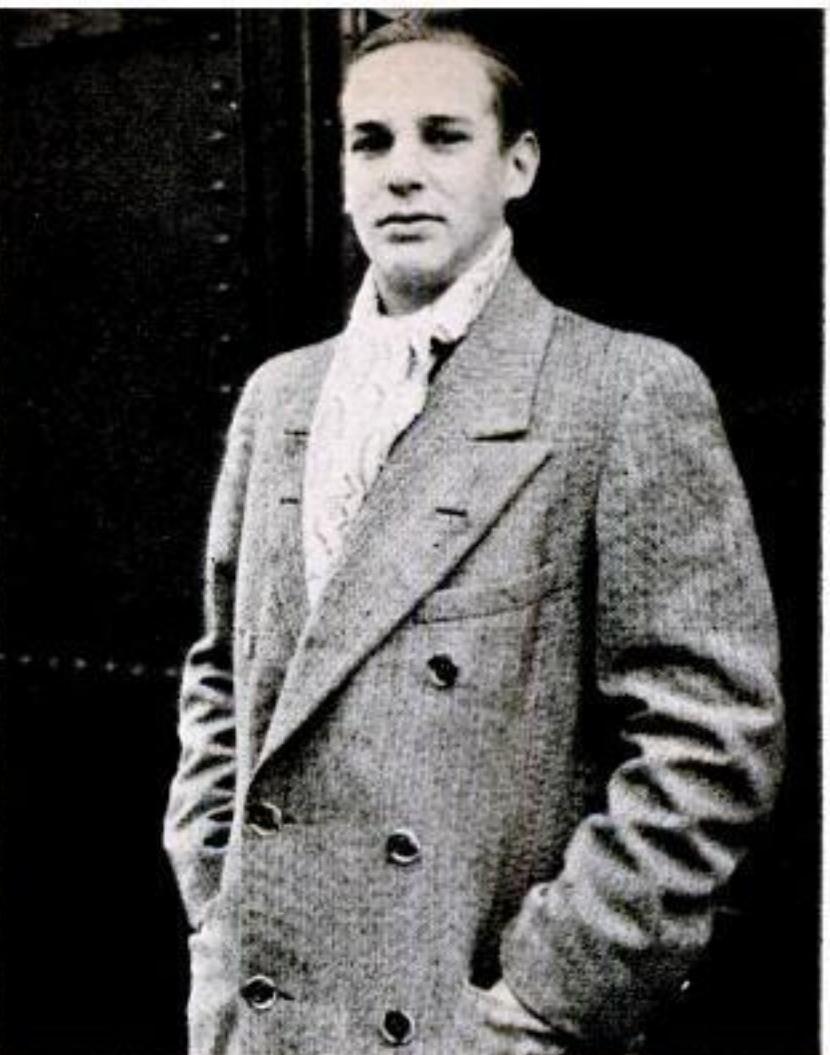
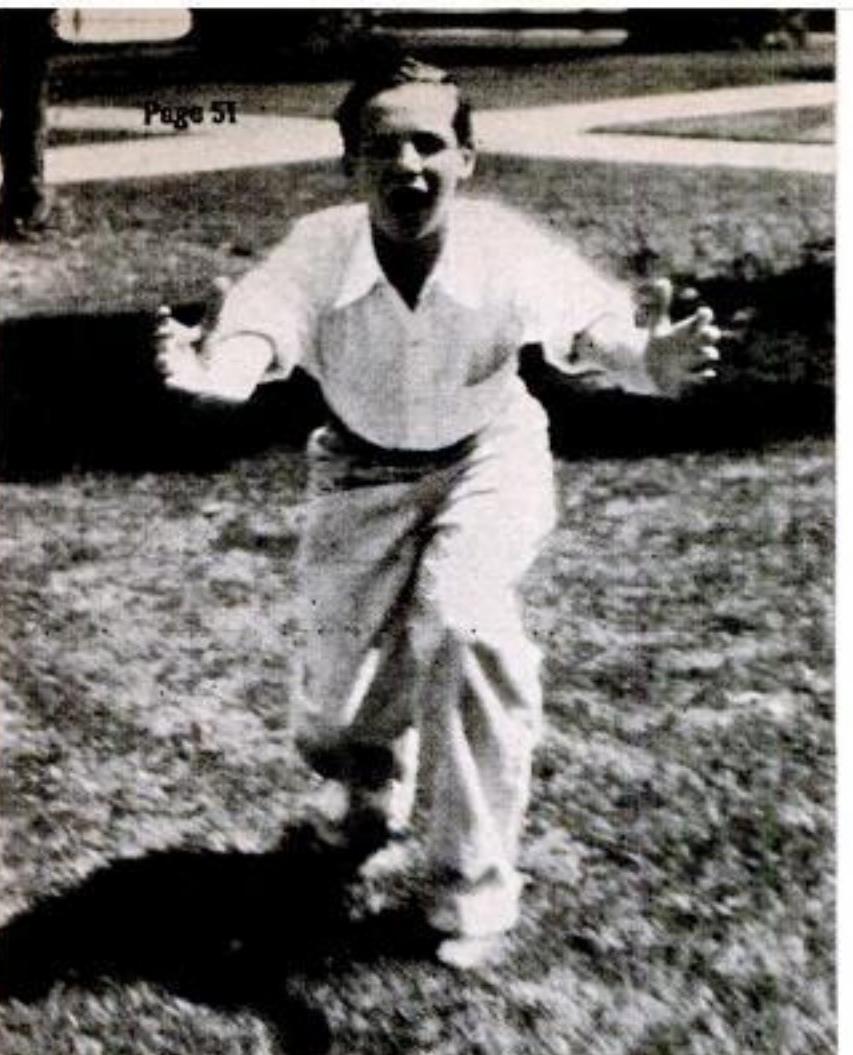
The Strange Case of - **JACKIE COOGAN'S \$4,000,000**

Don't teach Jackie arithmetic," a visitor is said to have warned Mrs. Lillian Coogan, "because when he grows up he'll want to know where all his money is." That was after Jackie Coogan had become a great star in *The Kid*. Now, as the pictures above show, The Kid has grown up. He is struggling to make a comeback and is married to a pretty Paramount starlet, Betty Grable (left), claimant to the title of "Hollywood's Prettiest Legs."

On April 11, Jackie Coogan, aged 23, sued his mother and stepfather, Arthur Bernstein, for an accounting of the \$4,000,000 fortune he earned. His mother's response was startling in its frankness: "No promises were ever made to give Jackie anything." Put in Bernstein: "Every dollar a kid earns before he is 21 belongs to his parents. Jackie will not get a cent of his earnings." "Mr. and Mrs. Bernstein," commented the New York *Herald Tribune*, "will never be serious contenders for the title of Mr. and Mrs. America."



The whole world loved Jackie Coogan, the little waif in the oversized cap. In 1924, when he toured Europe, he was greeted everywhere by crowds like this one outside the Hotel Adlon in Berlin.



Seventeen years: He entered Santa Clara University in California, became a freshman cheerleader.

Nineteen years: He returned to Hollywood to attempt a comeback, got only a few minor roles.

Twenty years: Still trying to make a comeback, he reversed a scene from *The Kid* with Chaplin.

Twenty-three years: He married Betty Grable. Both are working in *College Swing*.



The Coogan family in 1923. Jack Coogan Sr. was killed in an automobile accident in 1935. Jackie says: "If my father had lived there would have been no trouble." At right, Jackie dances with his wife.



Jackie's mother, Mrs. Lillian Coogan, married Arthur Bernstein, Jackie's manager, in 1936.



The stepfather and manager, Arthur Bernstein, has a Rolls-Royce while Jackie drives a Ford.

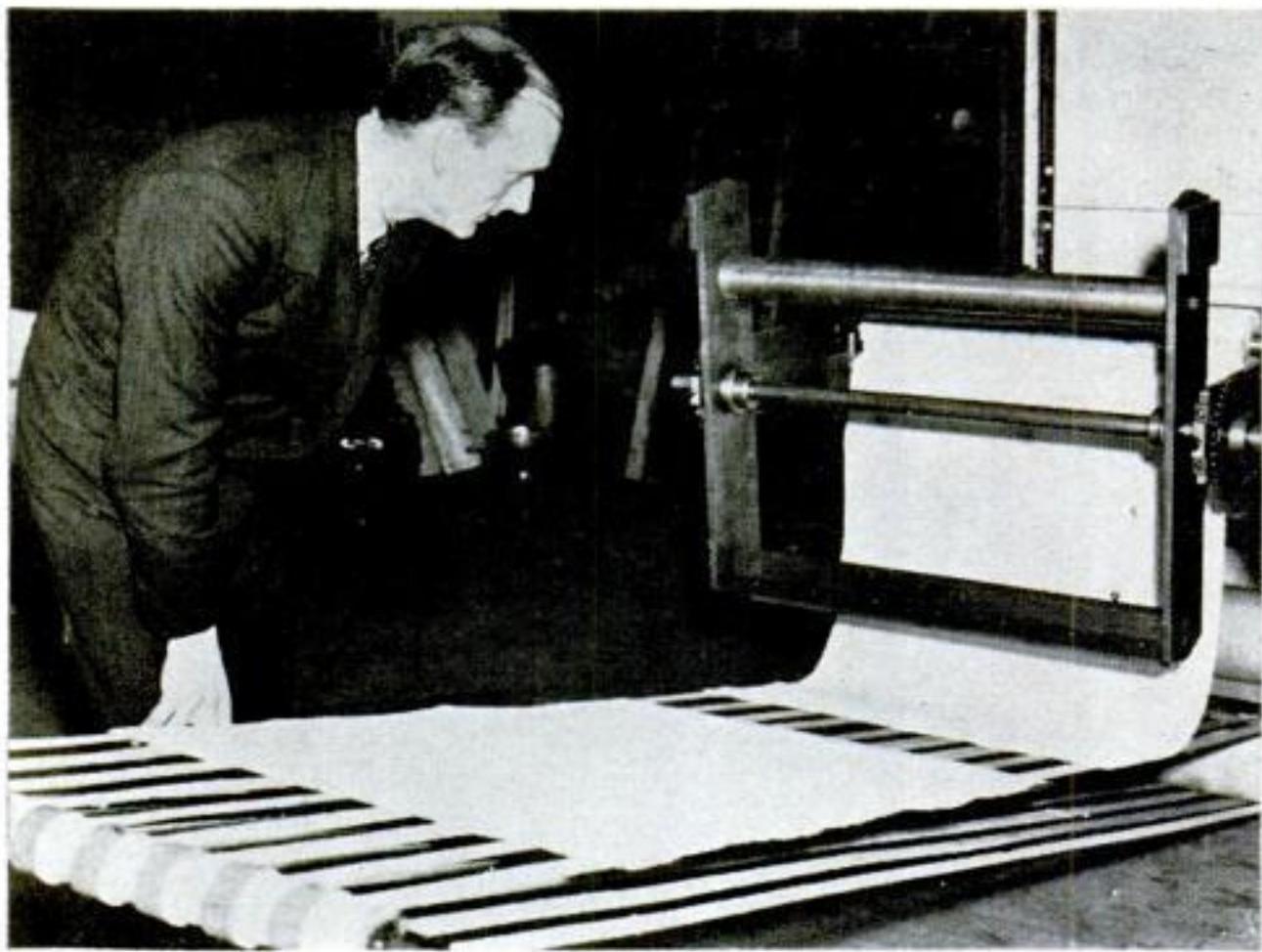


ENGLISH PRINTER, CURSED BY PATCHY GRASS, INVENTS A "PRE-SOWN LAWN"

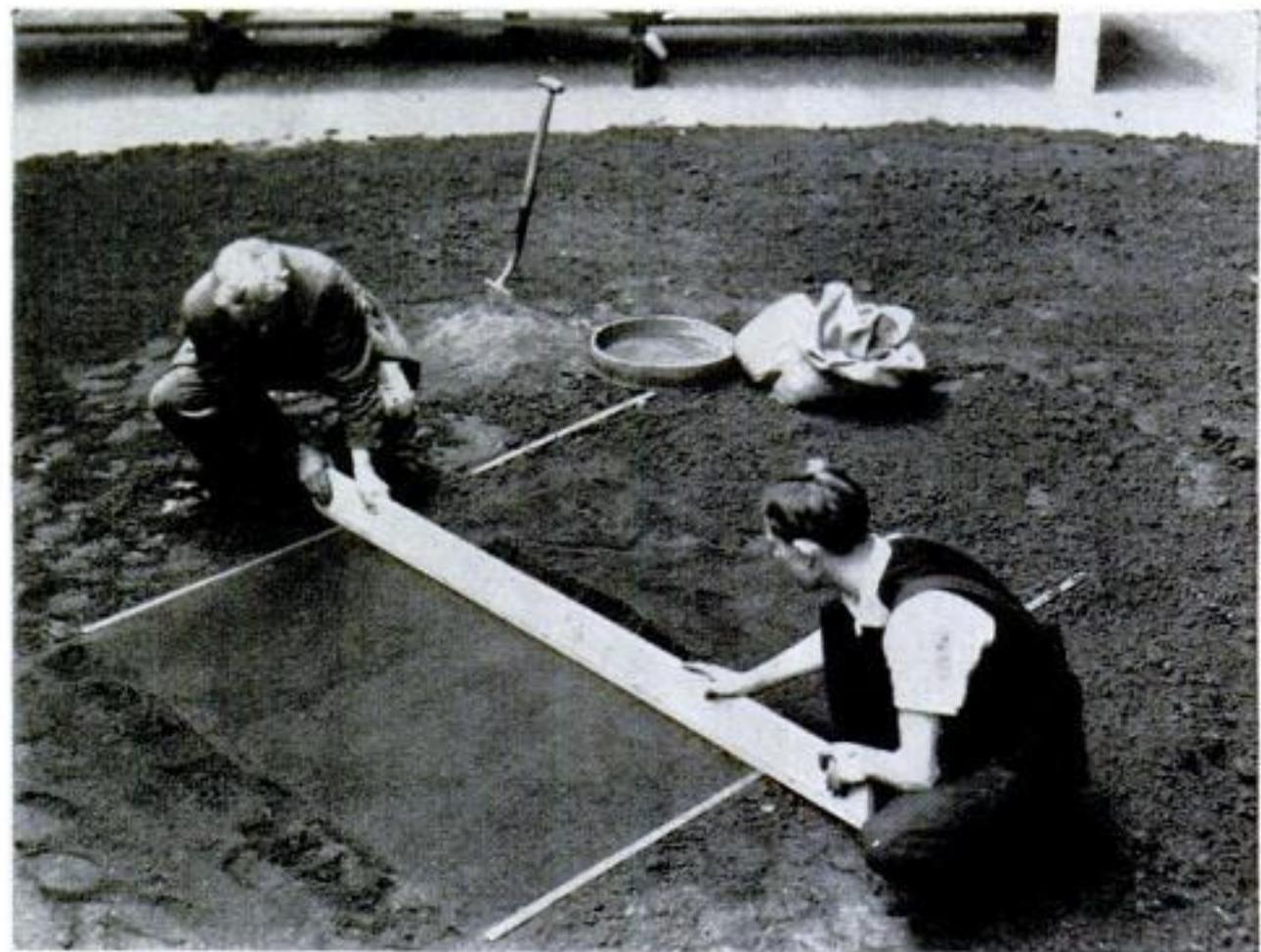
To the average country Briton a beautiful lawn is a matter of paramount importance. When Vincent Hartley, a well-to-do Lancashire printer, was cursed year in and year out by moth-eaten, patchy lawns, he decided to do something about it. After spending thousands of pounds on experiments, he recently announced a new process of lawn-growing destined to create a sensation in the horticultural world and a fortune for Amateur Gardener Hartley. He has enabled the suburban gardener to "paper" his lot for less than \$10 and within ten days see a perfect grass plot spring up.

Hartley has transformed part of his printing works in Greenfield into the "Pre-Sown Lawn" plant. Grass seeds are spread in rows on

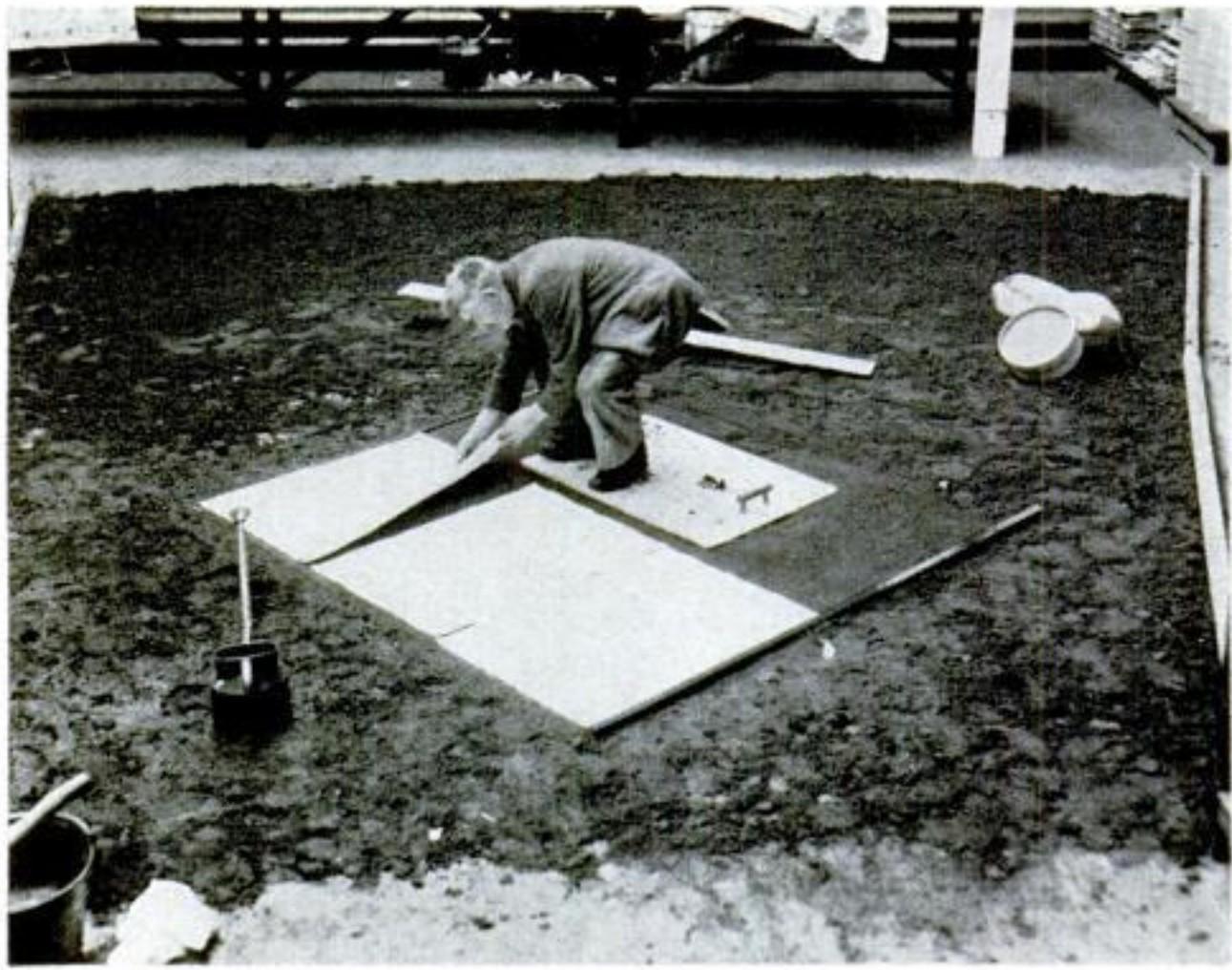
a sheet of paper smeared with preservative paste, then covered with another sheet to look like the picture on the opposite page. The buyer purchases these 3-by 2-ft. strips, lays them on his plot of ground, sprinkles soil over them. The paper protects the seeds from scavenging birds, prevents them from sinking too deeply into the soil and attracts the requisite amount of water. During germination the paper decomposes and the paste, which is a mild fertilizer, nourishes the grass. The shoots grow evenly spaced and in three months form a dense compact growth. The cost of the prepared strips varies from 10 to 25 cents according to the grade of the seed mixtures. In the near future, Hartley intends to branch out into "Pre-Sown" flower beds.



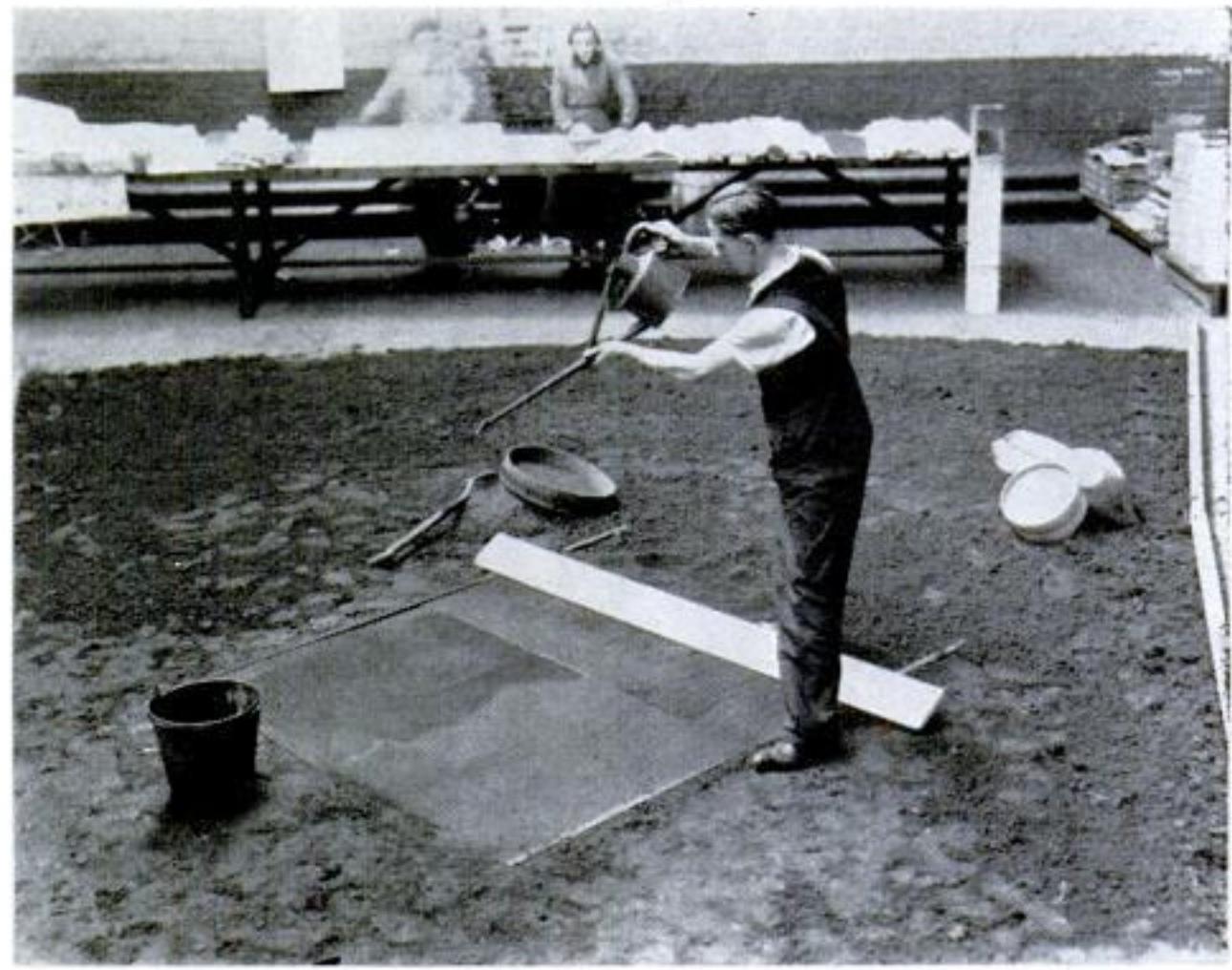
Vincent Hartley watches paper strips which hold the seeds emerge from his manufacturing machine. Though not an engineer, Hartley designed the plant.



This skimming board levels the ground and covers it with a thin layer of finely-sifted soil, and produces a surface as smooth as that of a billiard table.

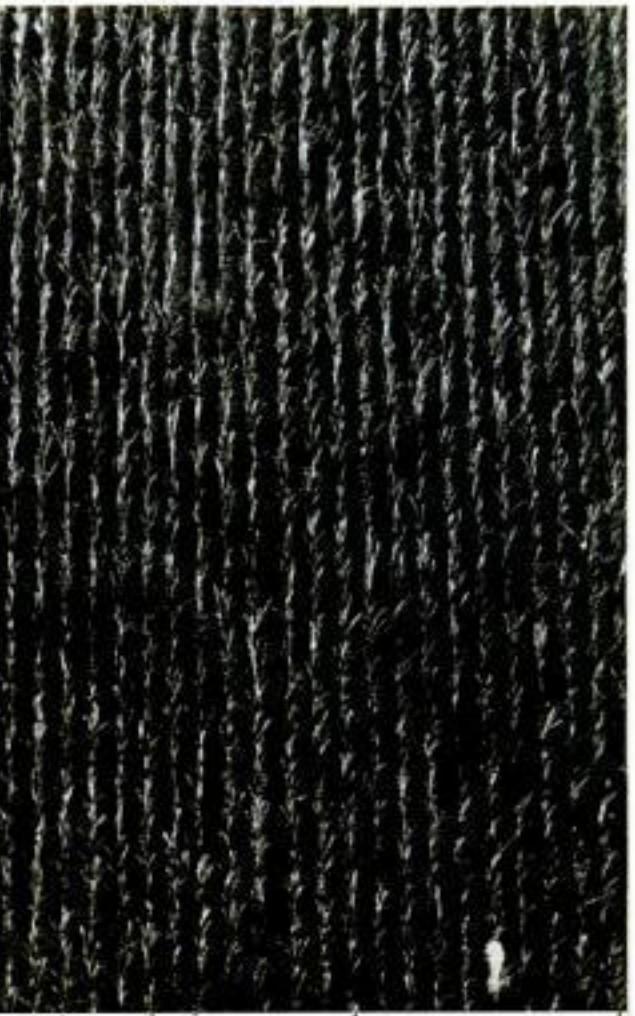


Soil is papered with "Pre-Sown Lawn" strips, which can be cut with scissors to any shape. The sheets absorb the moisture in the previously-watered ground.

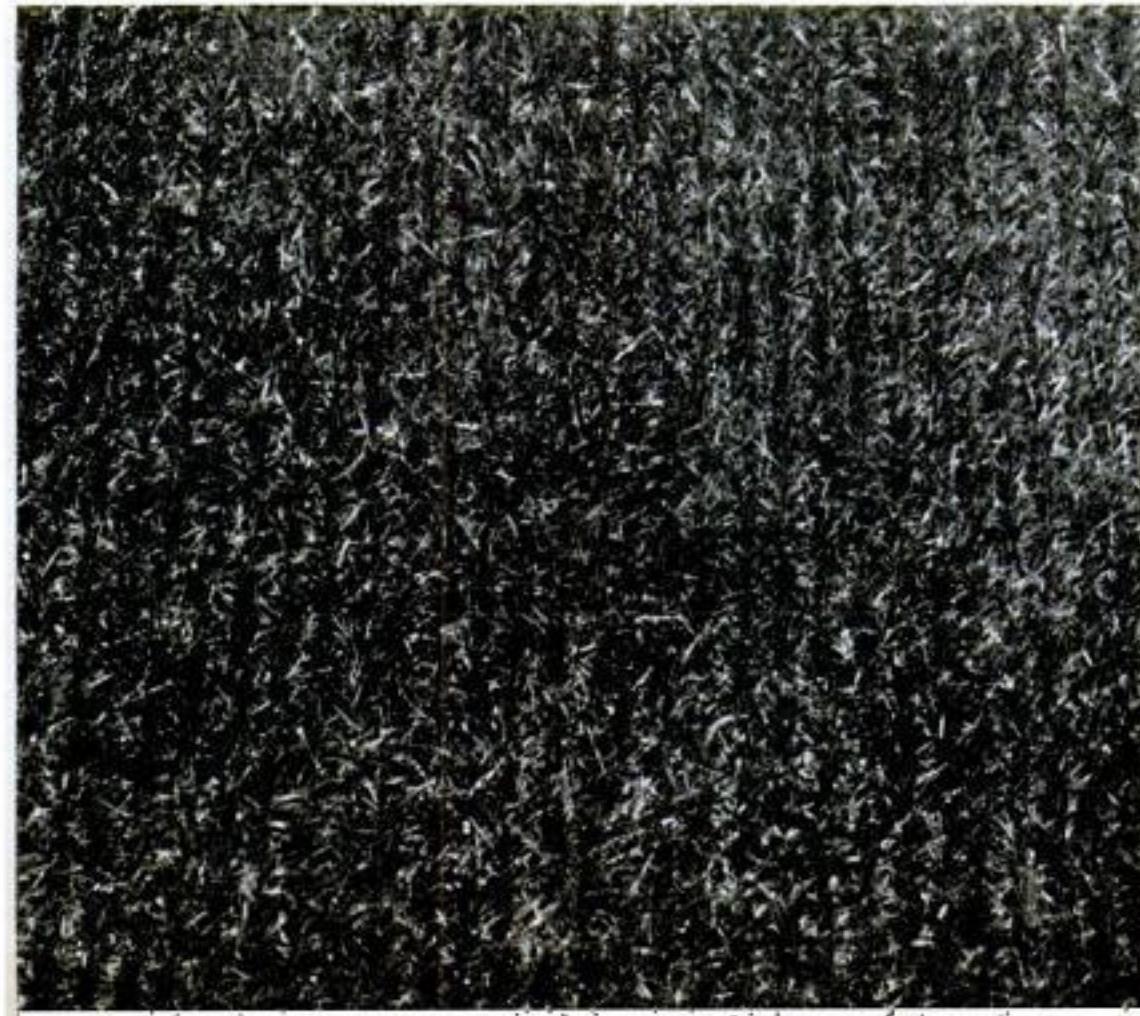


Dry soil, not more than an eighth of an inch thick, is sifted evenly over the sheets which are then watered with a fine spray and allowed to germinate.

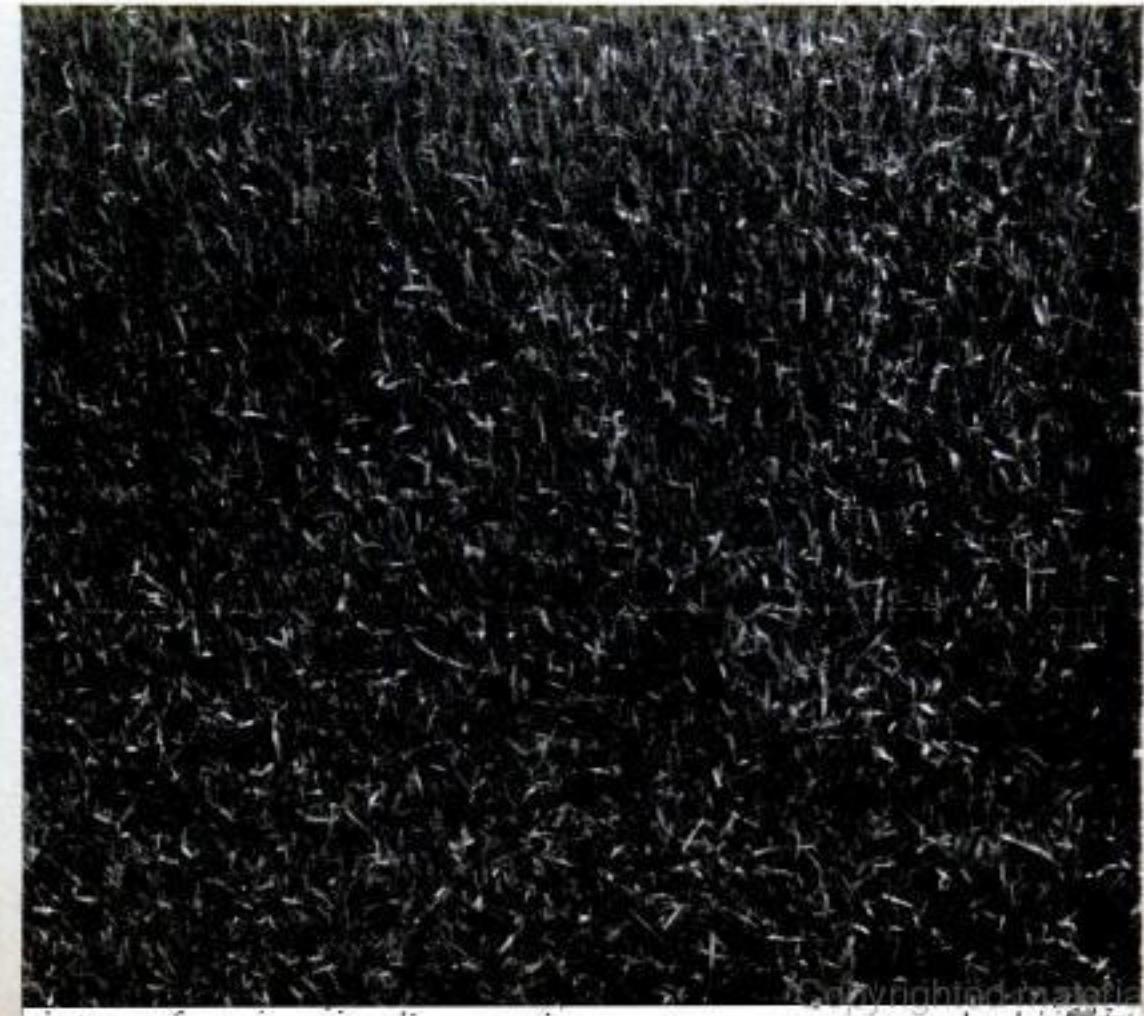
14 DAYS AFTER SOWING, GRASS LIES IN ROWS



AT SIX WEEKS THE ROWS ARE DISAPPEARING

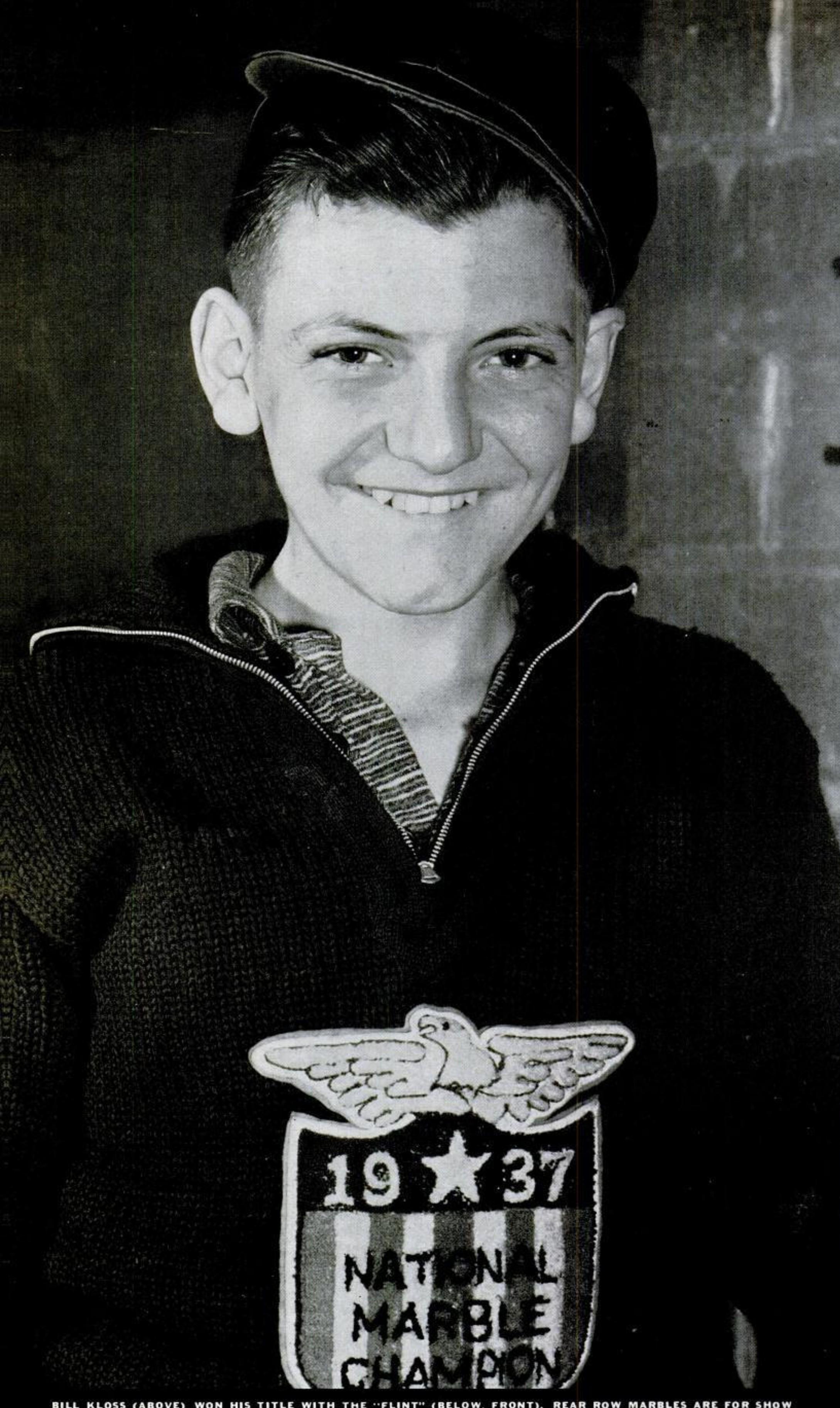


AFTER THREE MONTHS LAWN IS SMOOTH, COMPACT



N S
I
• ENGLAND
SEEDS
LAWNS

MATLEY'S PRE-SOWN
PRE-SOWN LAWN
WORLD PATENTS PENDING
FIELD IN R. OLDHAM.

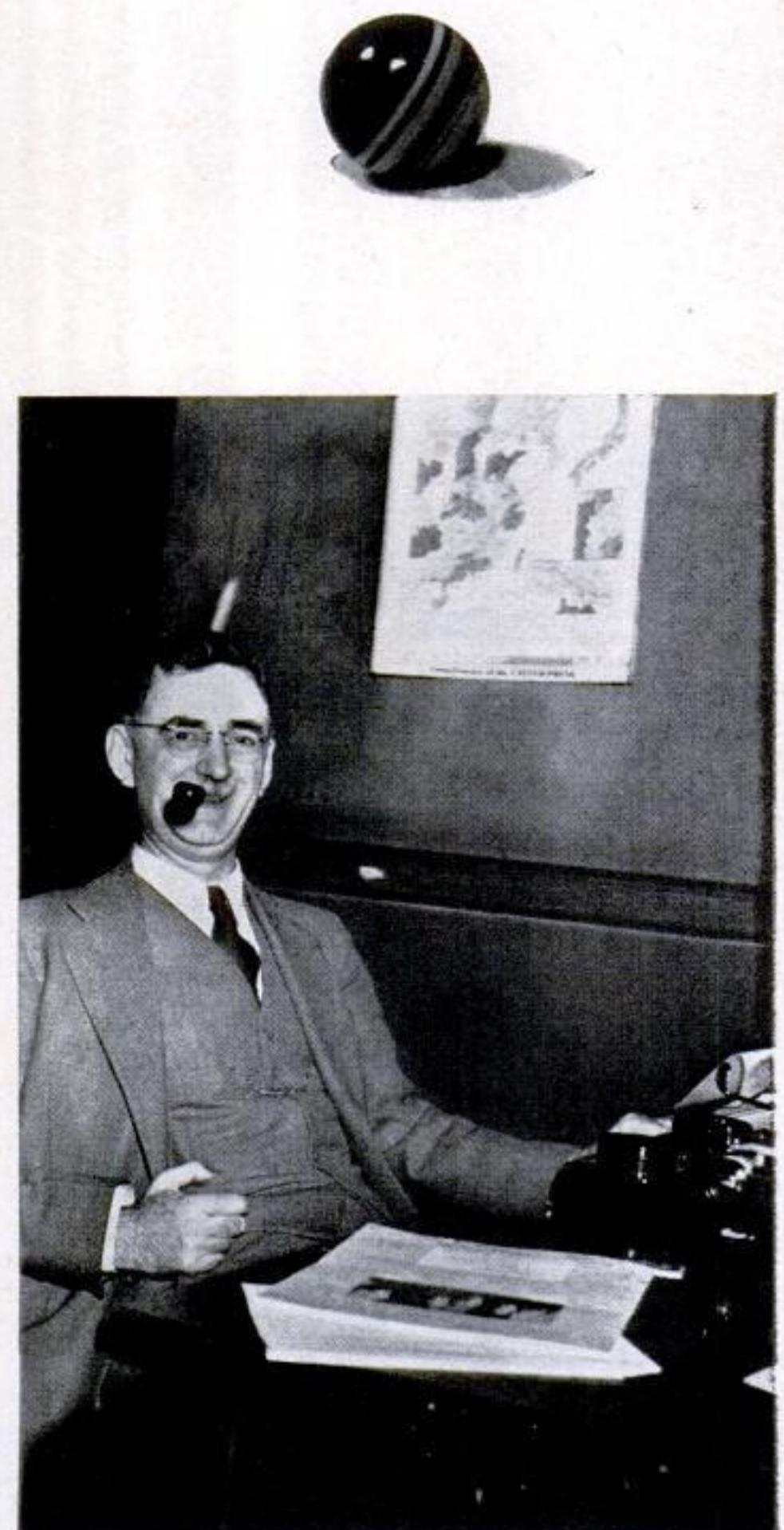


BILL KLOSS (ABOVE) WON HIS TITLE WITH THE "FLINT" (BELOW, FRONT). REAR ROW MARBLES ARE FOR SHOW



BILL KLOSS IS AMERICA'S BEST MARBLE PLAYER

Canton, Ohio, honors him with medal

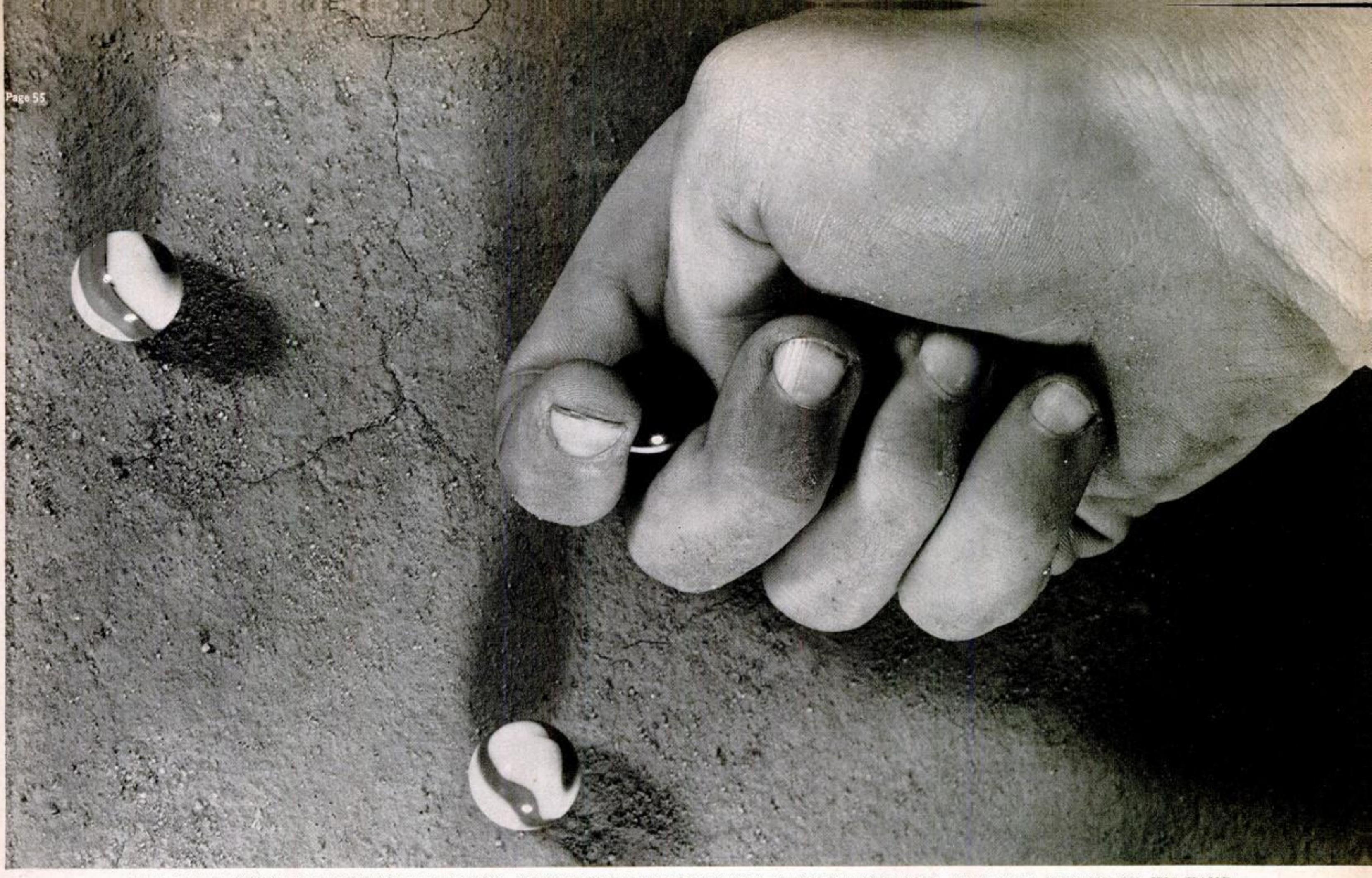


THE CANTON REPOSITORY'S MARBLE EDITOR

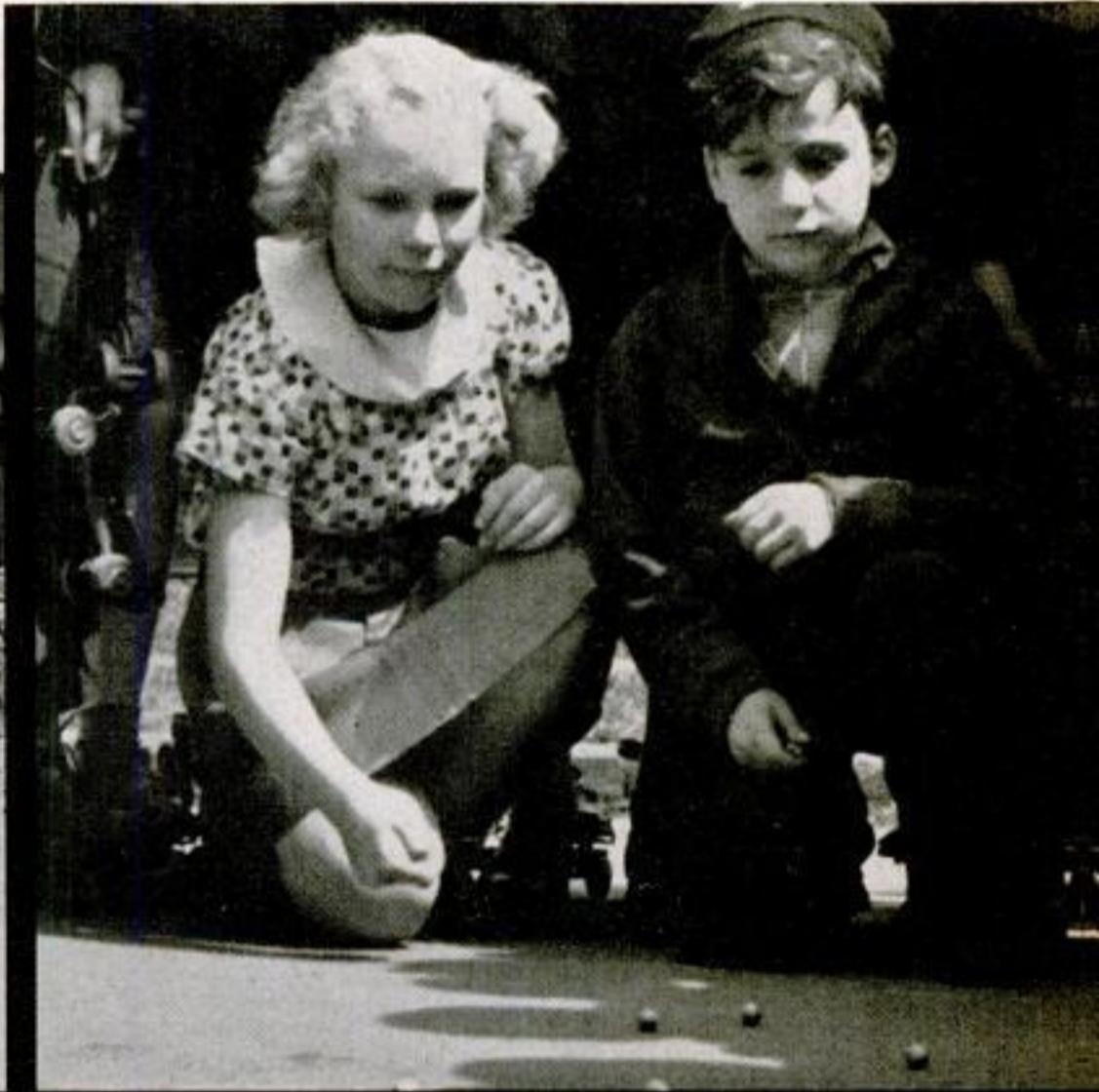
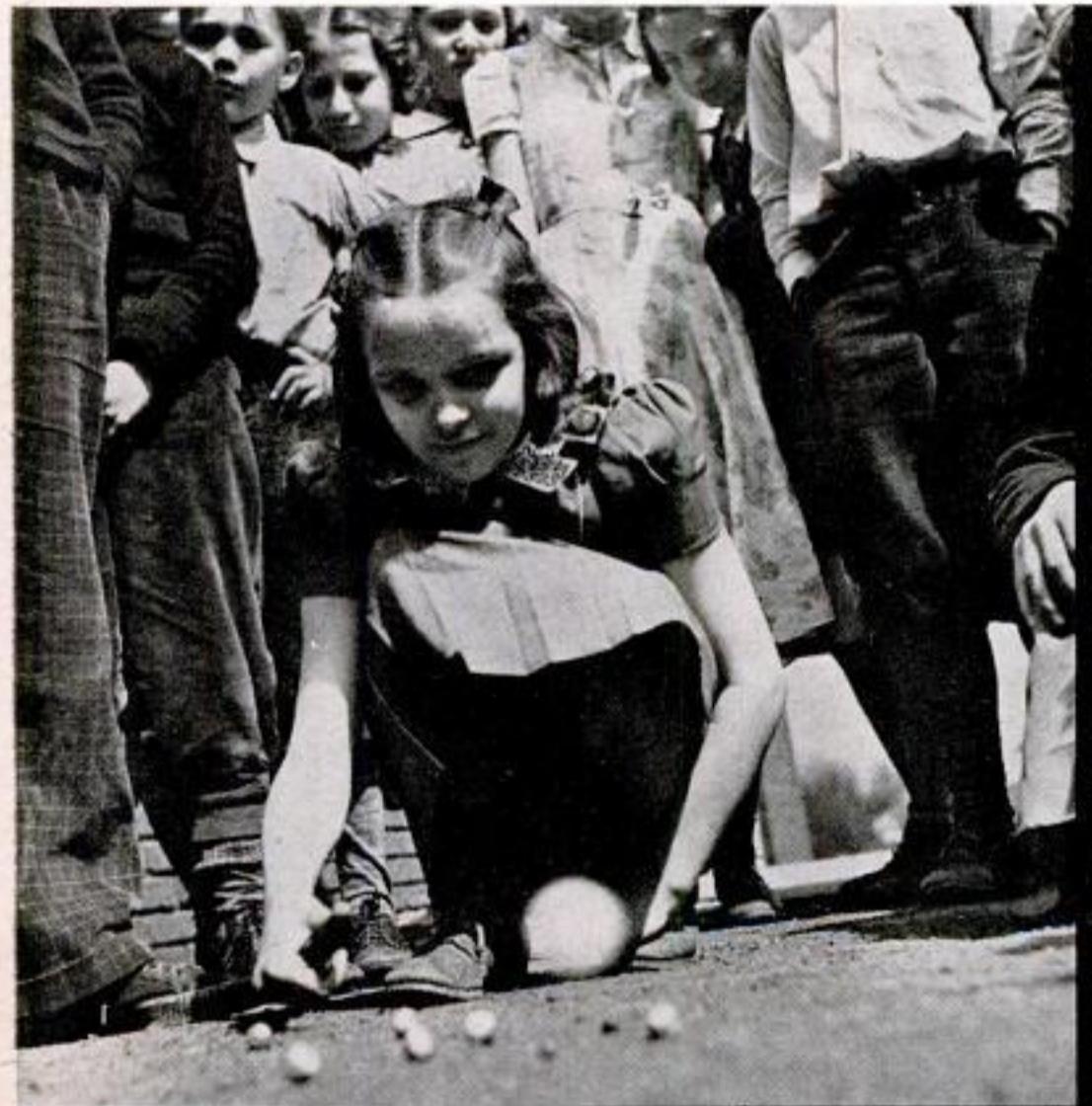
Two national figures named William have lived in Canton, Ohio—William McKinley, who was President of the U. S., and William Kloss, whose portrait appears at left. To the children of Canton, most of whom are fanatic about playing marbles, there is little doubt as to which is the great William. It is William Kloss, best marble player in America, winner last June of the National Marbles Tournament and recipient of Canton's gold medal for civic achievement.

Now, with spring here and some 5,000,000 Americans walking around with hands grimy from "knucks down," Bill Kloss is a King in Canton, where the local tourney began April 11. But he will necessarily be dethroned because a past marble champion can never enter another tournament. This saddens Dennis R. Smith (above). Mr. Smith is Marble Editor of the Canton *Repository* and Bill's mentor. He says: "Bill is the best marble player who ever lived."

Bill, 13, learned marbles from his father, an expert before the days of tournaments. A poor player in his early years, Bill practised hard, was eliminated from the national tournament finals twice before he won. He hits a marble eight feet away nine times out of ten.

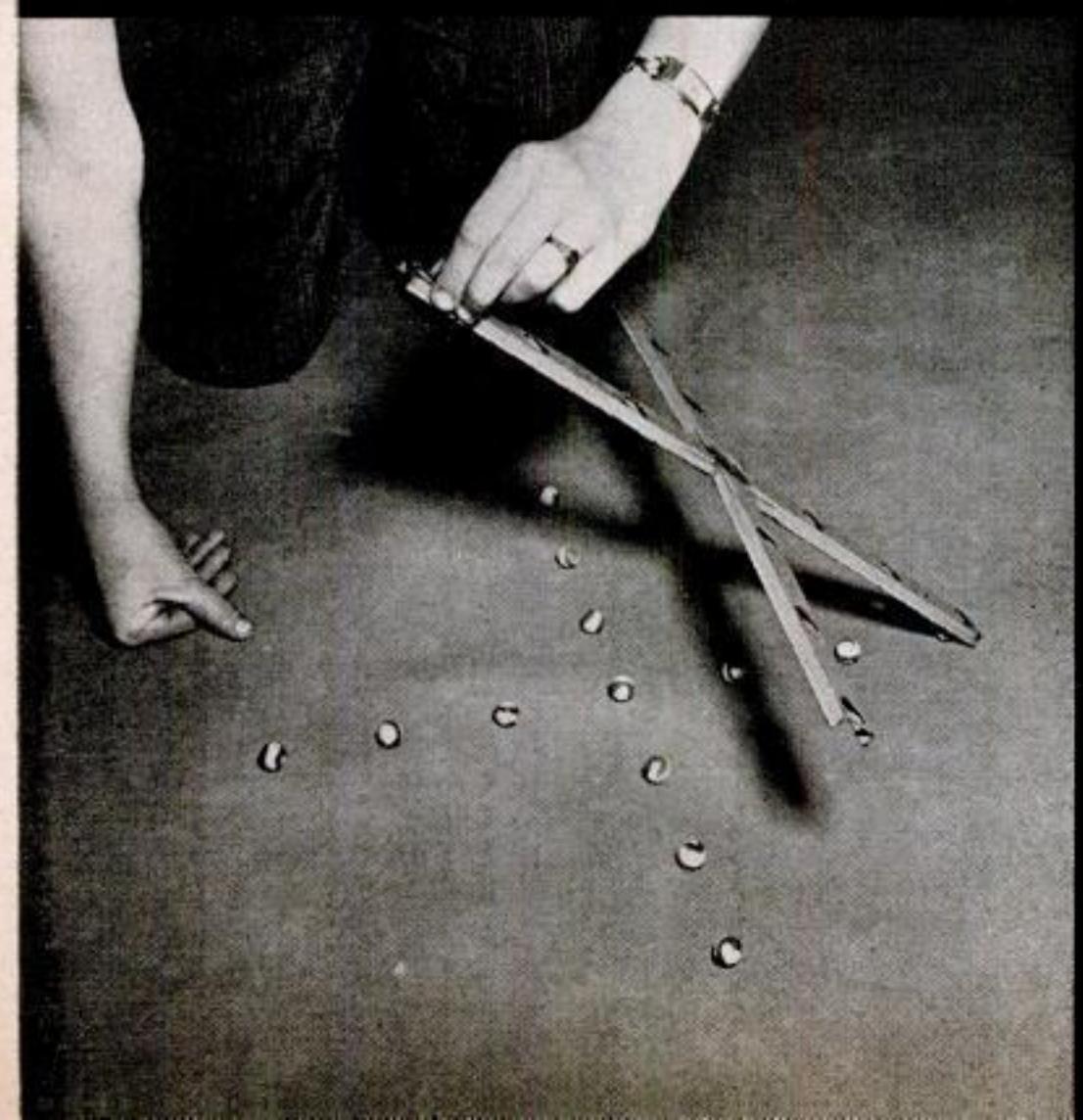


BILL KLOSS HOLDS HIS SHOOTER WELL BACK, GETS SUCH BACKSPIN THAT A MARBLE SHOT FOUR FEET WILL RETURN TO HIS HAND



"PRACTICALLY EVERY CHILD IN CANTON FROM 6 TO 16 PLAYS MARBLES," SAYS DENNIS SMITH, CANTON REPOSITORY'S MARBLE EDITOR

BILL KLOSS'S 10-FT. RING IN HIS BASEMENT (BELOW). LEFT: HE ARRANGES MARBLES IN THE CROSS AS REQUIRED BY RULES. RIGHT: HE SHOOTS





Managers meet in pre-season game. Left, umpire-baiting Burleigh Grimes whose Dodgers were sixth last year. Right, Joe McCarthy who leaves "umps" alone. His Yanks are world champs.

7 TO 10 ON YANKS, 3 TO 2 ON CUBS

Dizzy Dean trade makes Chicago favorite

Jack Doyle, a quiet and scholarly New York gentleman who is an eager student of Civil War history, is the most respected betting man in the U. S. The odds he makes on any sporting event are predictions which all experts consult. A week before the major league baseball season opened on April 18, Jack Doyle, having considered all the "if onlies" which haunt a sports writer's spring nightmares, announced that he would bet his own good money thus on the chances of teams finishing first in their leagues this year.

AMERICAN LEAGUE

New York Yankees:	7-10
Detroit Tigers:	3-1
Cleveland Indians:	3-1
Chicago White Sox:	8-1

NATIONAL LEAGUE

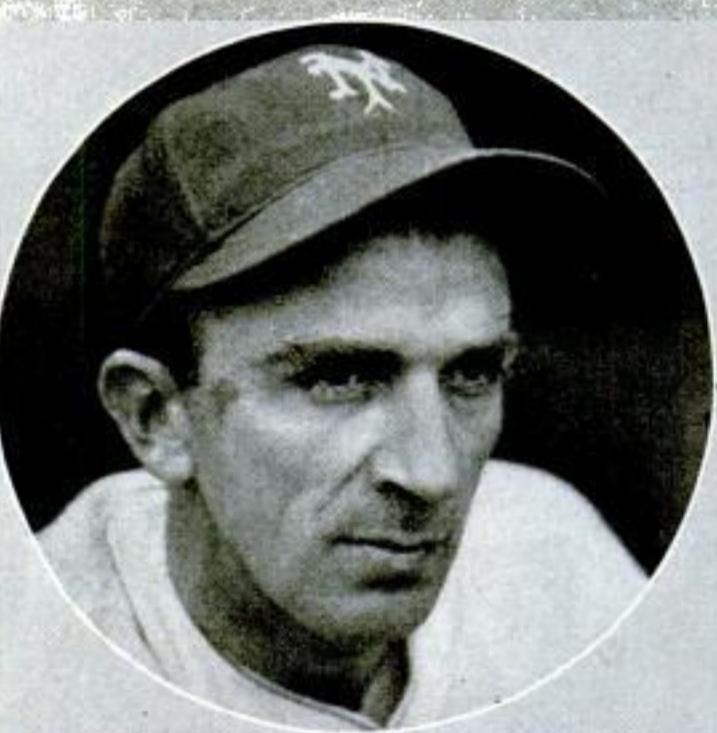
New York Giants:	8-5
Chicago Cubs:	2-1
St. Louis Cardinals:	3-1
Pittsburgh Pirates:	6-1

Few days later, the Associated Press reported its annual poll of baseball writers. Their first choices were precisely Jack Doyle's. Then, in a last-minute deal, the Cubs bought Dizzy Dean and Mr. Doyle made them his 3 to 2 favorites.

The country's fans, who last year paid \$25,000,000 to watch major and minor league games, knew what facts lay behind these choices. The destructive Yanks, World Series winners, had a new and faster second baseman in Joe Gordon. The Tigers, with three great sluggers (Greenberg, Gehring, York) were uneasy about two crack pitchers, Rowe and Bridges. The Indians, an all-round good team, expected much from their new manager, Oscar Vitt, who had made the Newark Bears a minor-league Yankees.

The Giants, National League Champions, were still a remarkable defensive team. The Cubs were vastly strengthened in their pitching when they got Dizzy Dean. The Cardinals, with the fascinating player and band leader Pepper Martin (*see opposite page*), seemed makeshift in everything but their outfield and their irrepressible spirit.

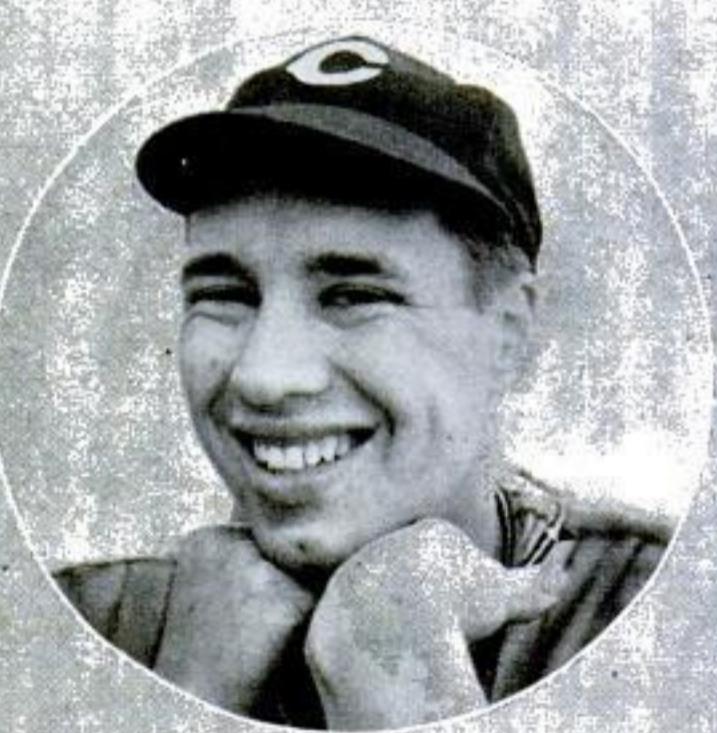
Fans who took their baseball seriously, as most do, found themselves discussing at one time or another, the players whose pictures appear here. For past or promised performances, they were worth watching and remembering in 1938.



Carl Hubbell, one of the really great pitchers of all time, is once again the left-handed bulwark of the Giants' staff.



Zeke Bonura, first baseman who hit .345 and 19 homers for Chicago last year, was traded to Washington which need sluggers.



Bob Feller may make or break Cleveland. His pitching arm went bad last year, caused great grief. It seems better now.



Lou Fette was a 1937 pitching sensation. This 30-year-old rookie won 20 games for the fifth-place Boston Bees last year.



Gabby Hartnett, Chicago Cubs, has been one of baseball's best catchers for ten years. He still is, even though he is 37.



Rudy York, Detroit's Cherokee Indian catcher, last season broke Babe Ruth's record by swatting 18 home runs in August.



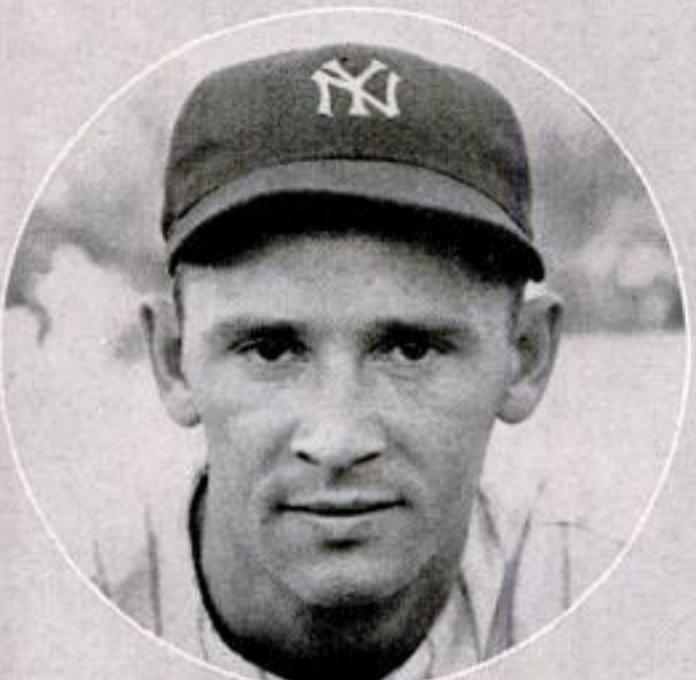
Frank McCormick, first baseman, brings punch to Cincinnati. Like first-basemen Gehrig & Greenberg, he is from The Bronx.



Dolph Camilli is one of Brooklyn's many new faces. A .339 first baseman, he was bought from Philadelphia for \$50,000.



Harry Danning bloomed from second-string catcher to Giant star last summer, is one of the team's big assets.



Joe Gordon is American League's most-watched rookie. A fancy fielder but a light hitter, he plays second for Yanks.



Jim Bagby, a Boston Red Sox hopeful, is the pitching son of a great pitcher, Jim Bagby, Cleveland star years ago.



Enos Slaughter, outfielder, is the Cardinal's best rookie. In the American Association last year he hit .382.



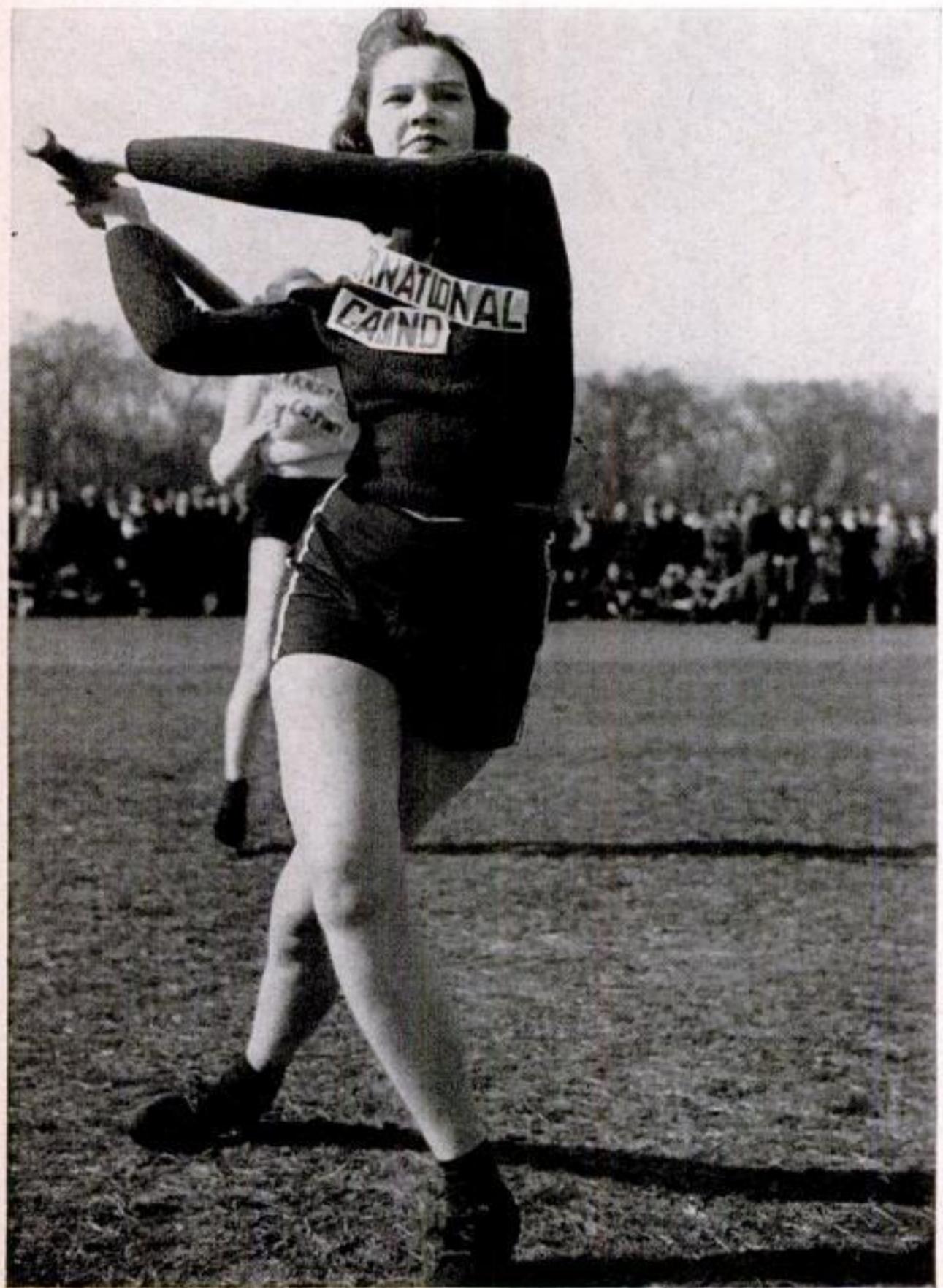
Gerald Walker is a new White Sox outfielder. Brilliant but hard to handle, he was traded to Chicago from Detroit.



Joe Di Maggio was this year's outstanding holdout. He wanted \$40,000, but the Yanks offered no more than \$25,000.



Happiest umpire was Bill Stewart of National League. Two weeks before season opened, the Chicago Black Hawks, which he managed, won the Stanley Cup play-offs, hockey world series.



Most beautiful batter of the spring was Mildred Riley who, for publicity, led a team of girls from New York's International Casino to victory over a team from *Hooray for What!* Miss Riley's stance is like Tom Winsett's (see cover).

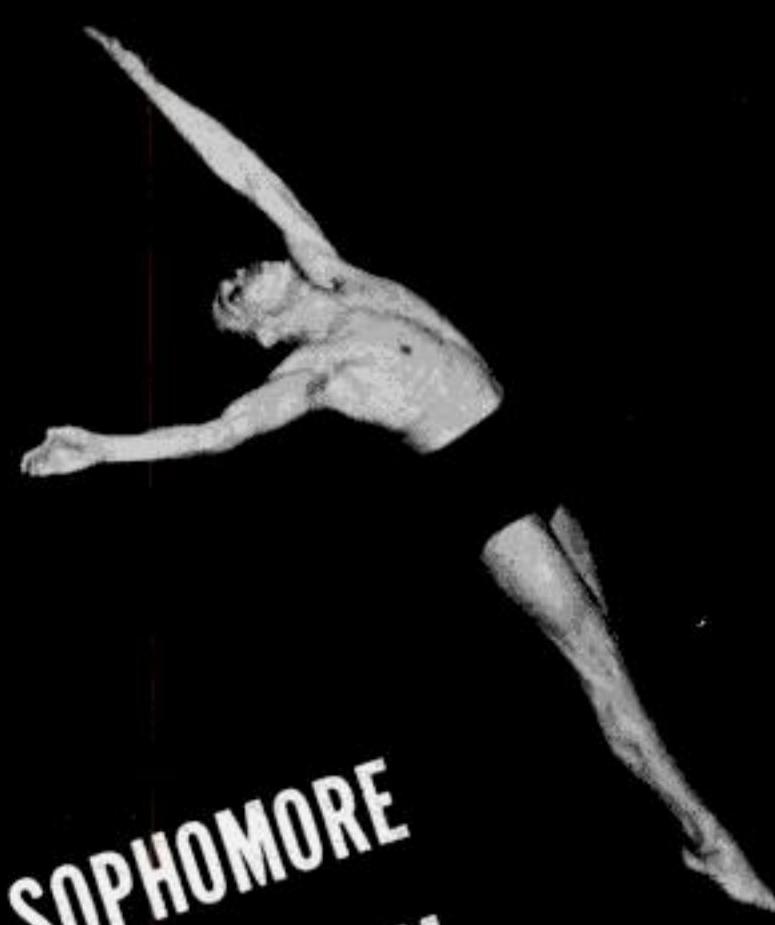


Pepper Martin's band, made up of St. Louis Cardinals, is baseball's most curious musical group. With a jug, washboard, fiddle, harmonica and guitar, they race through *Possum Up a Gum Stump* or *Willie, My Toes Are So Cold*, trying to see who can finish first. Sometimes they all play different tunes.

HALF GAINER



HALF TWIST BACK 1½ SOMERSAULT



CUTAWAY 1½ SOMERSAULT



A SHY OHIO STATE SOPHOMORE
MAKES A DIVING GRAND SLAM



At the National A.A.U. swimming meet at Columbus, Ohio, April 8-9, Al Patnik, a shy Ohio State sophomore, won both high- and low-board dives, thus completing the first "grand slam" in diving history. In the past year, he has won at the National A.A.U. outdoor, Big Ten and National Intercollegiate meets—a sweep comparable to a Bobby Jones slam in winning U. S. and British amateur & open golf titles. Here the camera catches the beautiful precision and almost geometric grace of three Patnik dives. A Homestead, Pa. boy, Patnik is 21, a "B" student, an avid eater of coconut cream pie, and a prize product of Ohio State's swimming coach, Mike Peppe, whose team is best in the U.S.

\$50,000.00 ROYAL CROWN Cola CONTEST

WRITE 25 WORDS
WIN BIG MONEY

Every week we receive thousands of letters from people all over America telling us why they like ROYAL CROWN Cola. They say ROYAL CROWN is the choice of millions—not only because each bottle holds two full glasses for 5c—but because it is the finest Cola beverage they ever bought at any price. But we invite you to make your own test. Try a bottle of ROYAL CROWN Cola and compare it for sheer goodness with any other drink you ever tasted. It is our honest opinion that your very first sip of ROYAL CROWN will bring you a new and delightful conception of Cola refreshment.

GET CONTEST FOLDER
AT YOUR CORNER STORE

LISTEN TO NBC FOR
CONTEST WINNERS



To enter the ROYAL CROWN contest simply complete this sentence with 25 words or less: "I like ROYAL CROWN Cola best because—." Mail your statement with one metal crown from a ROYAL CROWN Cola bottle—or a facsimile—to ROYAL CROWN Cola, Columbus, Georgia. Each week, until September first, \$2,000.00 in cash prizes are awarded. A first prize of \$1,000.00; 10 second prizes of \$50.00 each; and 50 third prizes of \$10.00 each. Get busy and send in as many entries as you wish.

There is a new contest each week, so if you don't win the first time, try again. All winners are promptly notified by mail. In case of ties, duplicate awards are made, and all entries are our property. The first 11 winners in each week's contest are announced on the ROYAL CROWN Cola Radio Program, which is broadcast every Friday night over NBC coast to coast network, with George Olsen's music. See your local newspaper for time.

YOU CAN AFFORD A HOTPOINT ELECTRIC KITCHEN!



**As little as \$4⁰⁰ WEEKLY
Buys a Completely Equipped**

Hotpoint **ELECTRIC
KITCHEN**



HOTPOINT ELECTRIC REFRIGERATOR features the famous Speed Freezer, sensational new Pop-Ice Trays, and the Thriftmaster Mechanism with advanced Circulaire Cooling. Provides 20% faster freezing at even lower operating costs—saves on ice, power and food bills. Fifteen models are available. **As little as \$1.19 a week buys a Hotpoint Refrigerator.**

HOTPOINT ELECTRIC RANGES. Every week thousands of women are experiencing new cooking convenience with these 1938 Hotpoint Ranges. The new Select-A-Speed Calrod cooking units cut operating costs lower than ever—bring more speed to electric cookery. And foods cooked the Hotpoint way have extra-delicious flavor. Succulent juices are retained—not cooked away. **As little as 17c a day buys a Hotpoint Electric Range.**

Enjoy the kitchen of tomorrow, today! Banish drudgery with the work-relieving power of electricity! Rid yourself forever of stuffy, old-fashioned cooking methods; messy garbage accumulation; unsanitary, hand-dishwashing; the expense and uncertainty of inadequate refrigeration. Bring convenience, and leisure into your life now with a practical Hotpoint All-Electric Kitchen. Pay for it on the easiest terms Hotpoint has ever offered—terms which do not tax even the most modest budget!

In a Hotpoint Kitchen you cook electrically—with-out flame or soot—at new low cost. Garbage is disposed of instantly by a clean new method. Dishes, tableware, glasses—even pots and pans are swiftly, hygienically washed and dried without your hands touching water. The Hotpoint Electric Water Heater provides an endless supply of hot water instantly, day and night. And the famous Hotpoint Refrigerator saves you money—protects your family's health.

It's Easy To Own A Hotpoint Kitchen

You don't have to be rich to own a Hotpoint Electric Kitchen right now! Hotpoint's Friendly Finance Plan offers you the labor-saving freedom of a complete electric kitchen (including floor covering and cabinets) on terms so low that you will be amazed and delighted! In fact, some kitchens can be equipped for **as little as \$4 weekly!** For details—see your dealer or write for beautifully illustrated free booklet. Just use the coupon.

HOTPOINT ELECTRIC DISHWASHER-SINK, available as a complete unit or as the Dishwasher alone. In the complete unit electricity banishes the two most disagreeable chores in the kitchen—hand dishwashing and messy, unsanitary garbage disposal. Simply scrape unused food from plates directly into the Kitchen Waste Unit and it's gone forever—disposed of electrically! Place your dishes, pots, pans and tableware in the Dishwasher and they're spotless-clean in minutes. **As little as \$1.19 a week buys a Hotpoint Electric Dishwasher-Sink.**

Hotpoint
ELECTRIC KITCHEN APPLIANCES
RANGES • REFRIGERATORS • WATER HEATERS
DISHWASHER-SINKS • WASHERS AND IRONERS

Edison General Electric Appliance Co., Inc.
5782 W. Taylor St., Chicago, Ill.

Without obligation send me *free* copy of booklet "Your Kitchen" describing how I may make my kitchen Hotpoint All-Electric.

Name _____

Address _____

City _____ State _____



Chess Champion defends title

Samuel Reshevsky began playing chess at 5, toured Europe as a prodigy at 8, impressed U. S. experts at 9 by winning 41 of 42 simultaneously-played matches. Now 26, he is a graduate of the University

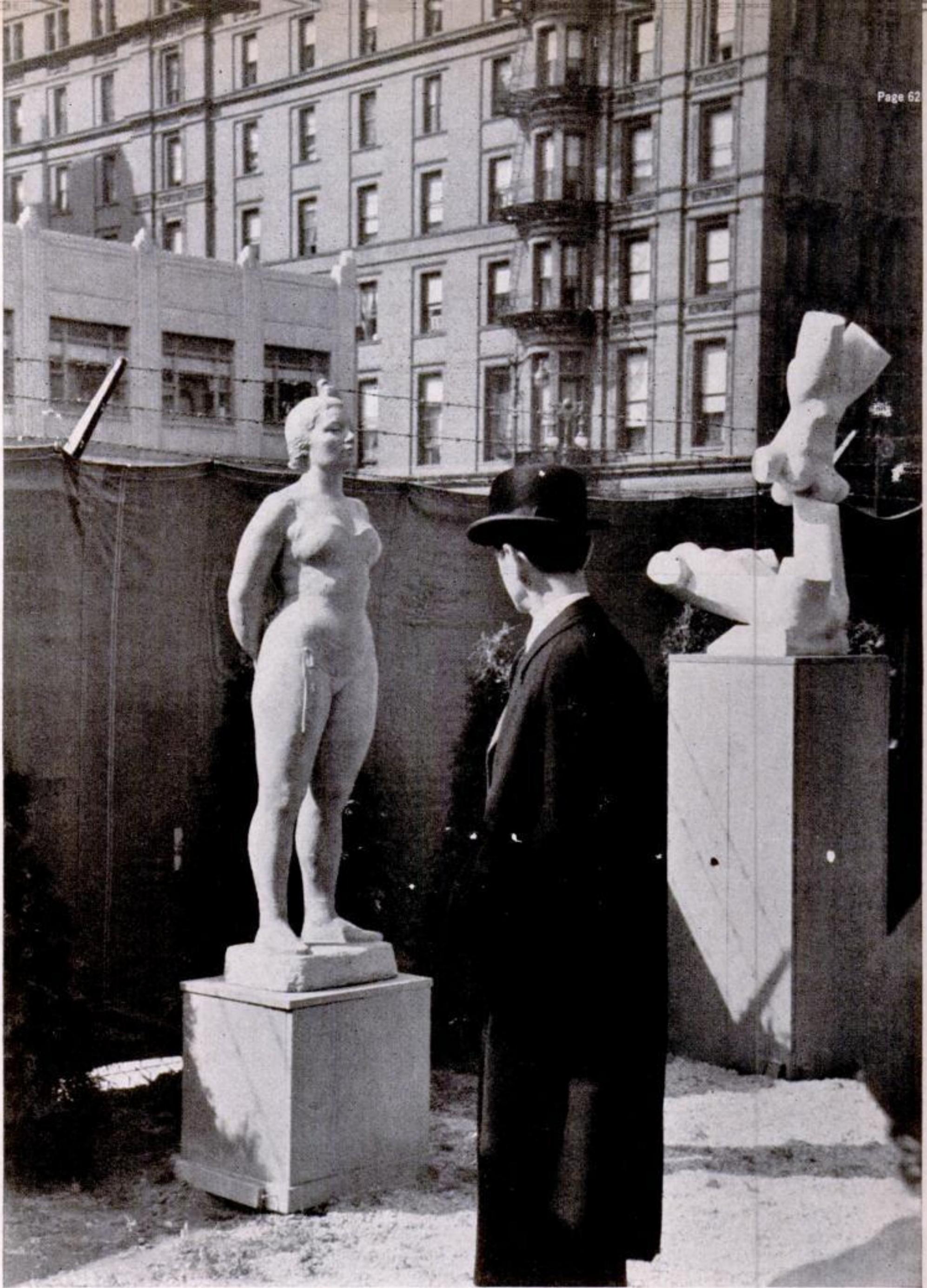
of Chicago, has been U. S. champion for two years. All eyes were on him when the National Chess Federation's congress opened in Manhattan April 2. He jumped at once into the lead, was still there April 16.

NEW YORK GIVES A PLACE IN THE SUN TO SCULPTURE

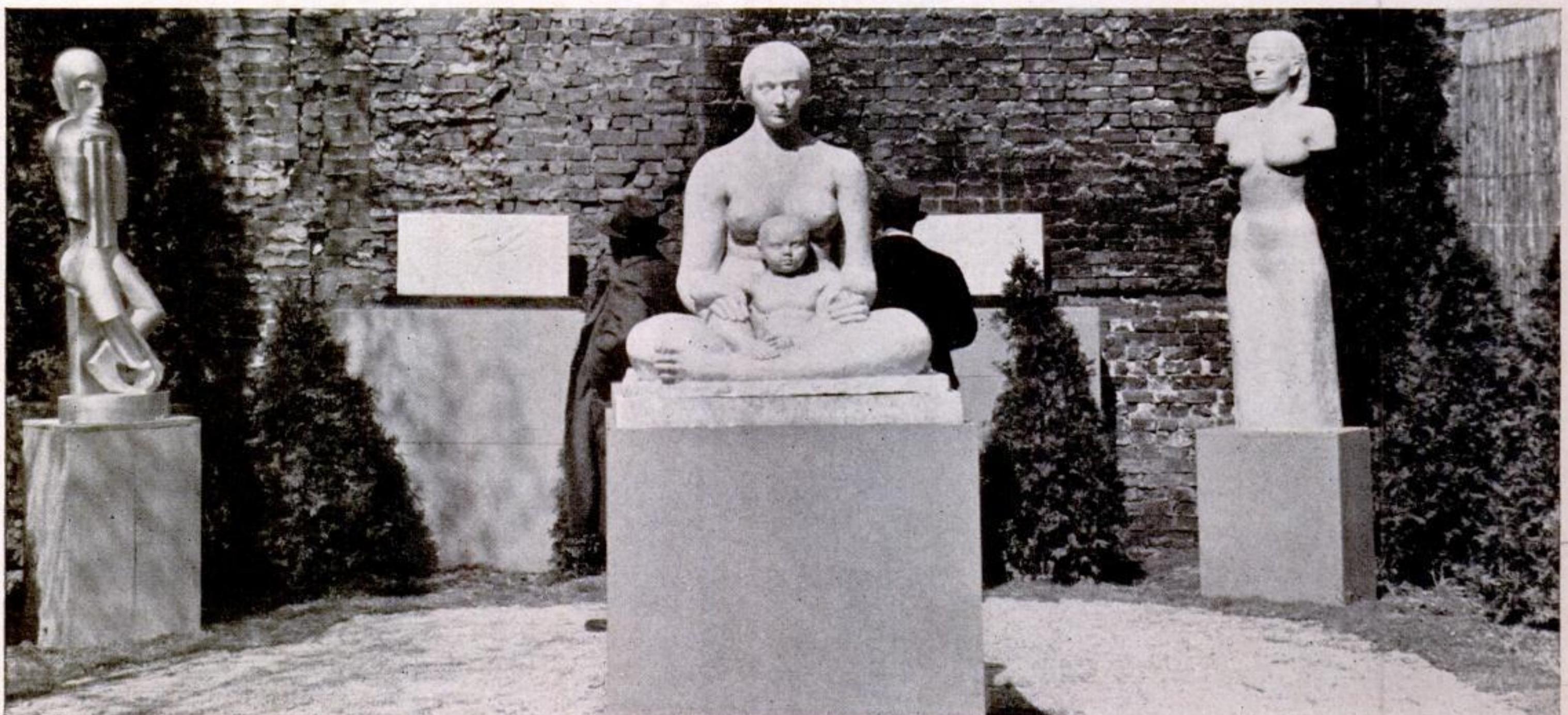
Greatest outdoor sculpture show ever held in New York opened April 12 with some 150 notable pieces by such well-known U. S. artists as Paul Manship, William Zorach and Helene Sardeau. Sponsored by The Sculptors Guild, recently formed to encourage public interest in native art, this show on a lot on Manhattan's swank Park Avenue daily attracts some 1,500 people who gladly pay ten cents to see figures of all sizes and shapes in marble, bronze, terra cotta, plaster, cast stone and wood. Sculptors included in the exhibit give demonstrations of their technique and talks on sculptural subjects. Of all the arts, U. S. sculpture is the least flourishing, due perhaps to the fact that many of its practitioners are obviously incompetent or purposely obscure.



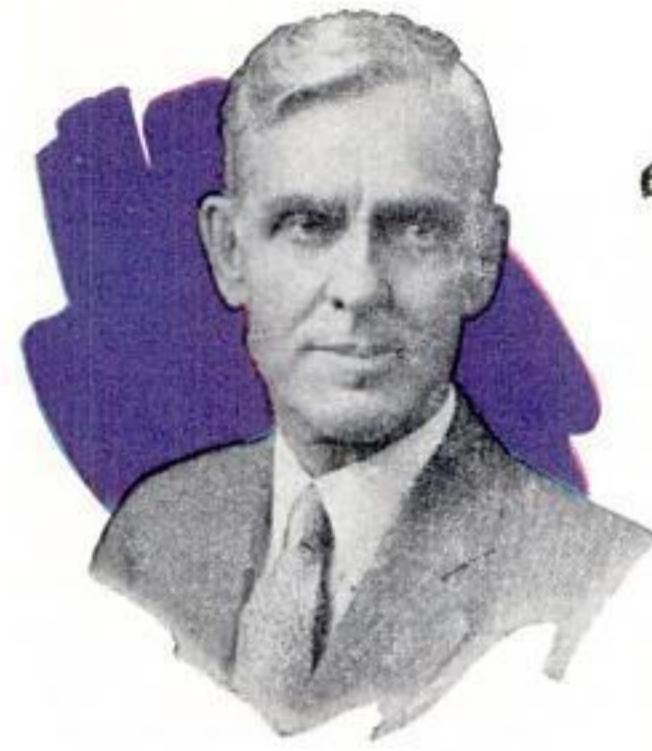
A SHOESHINE IN STONE



A VISITOR INSPECTS DOROTHEA GREENBAUM'S ACROBAT. SHE WEARS TIGHTS



DAVID MICHNICK'S PEASANT MOTHER AND CHILD IS FLANKED BY (LEFT) CESARE STEA'S MAN WITH BOOK AND (RIGHT) MARION WALTON'S WOMAN



"I'M GLAD I'VE LIVED TO SEE THESE CHANGES IN AMERICAN LIFE...⁹⁹

A noted statesman, publisher and humanitarian sums up some benefits of the "pay-as-you-live" plan

by ARTHUR CAPPER

United States Senator from Kansas

"WHENEVER I hear people talk about the good old days' I wonder how many of us really know or remember life as life was lived fifty—or even thirty—years ago.

"Automobiles were 'high-falutin'" and expensive. Few families could afford them. Out in Kansas, we traveled by leg, by horse, by streetcar or train—or we stayed at home. Housework was an eternal grind, demanding an expenditure of energy and elbow grease that left our wives and mothers wilted and worn at the day's end.

"We have every reason to be thankful for the marvels that have been wrought in our time . . . for the vision that conceived and the skill that produced things this generation takes for granted. What a difference they have made . . . the electric light, the motor car, the automatic refrigerator, washing machine, heating and air conditioning equipment. I am glad I have lived to see these changes in American life . . . to know my countrymen have achieved a standard of living far above that of any other people.

"The time-payment plan of buying substantial things has given millions of honest, hard-working people their chance to turn dreams into realities."

THE Commercial Credit Company—a great financial institution to serve the American family—offers you a time-payment plan which enables you to invest regularly a small part of your income in durable possessions contributing to family health, comfort and happiness



This is a form of saving that pays dividends in better living. When you buy on time, ask your automobile, truck or home equipment dealer to finance your purchase on the Commercial Credit Company plan; enjoy the advantages of low cost, courteous treatment with protection.



COMMERCIAL CREDIT COMPANY

Credit Bankers to America's Families
Capital and Surplus over \$64,000,000

BALTIMORE

Thru subsidiaries, offers Wholesale, Retail Instalment and
Open Account Financing, Factoring, Credit Insurance.

SERVING MANUFACTURERS, DISTRIBUTORS AND DEALERS THROUGH MORE THAN 250 OFFICES IN THE UNITED STATES AND CANADA

Every Motoring Family will applaud:



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The Texas Company

"REGISTERED" REST ROOMS

*Pledged neat and clean from coast-to-coast by
the men who supply "Fire-Chief" for your car*

A great new idea—for your comfort . . .

A new kind of rest room is now appearing by the thousands... along America's highways everywhere . . . "Registered" Rest Rooms!

Rest rooms that are regularly kept clean and fully supplied, with running water, soap, towels and mirror for your convenience.

Rest rooms that are individually numbered and registered for your protection. And marked at thousands of Texaco Dealers' stations by the neat green-and-white sign at the curb.

Every Texaco Dealer who shows this sign has personally *pledged* you these neat, sanitary, properly maintained rest room facilities at all times.

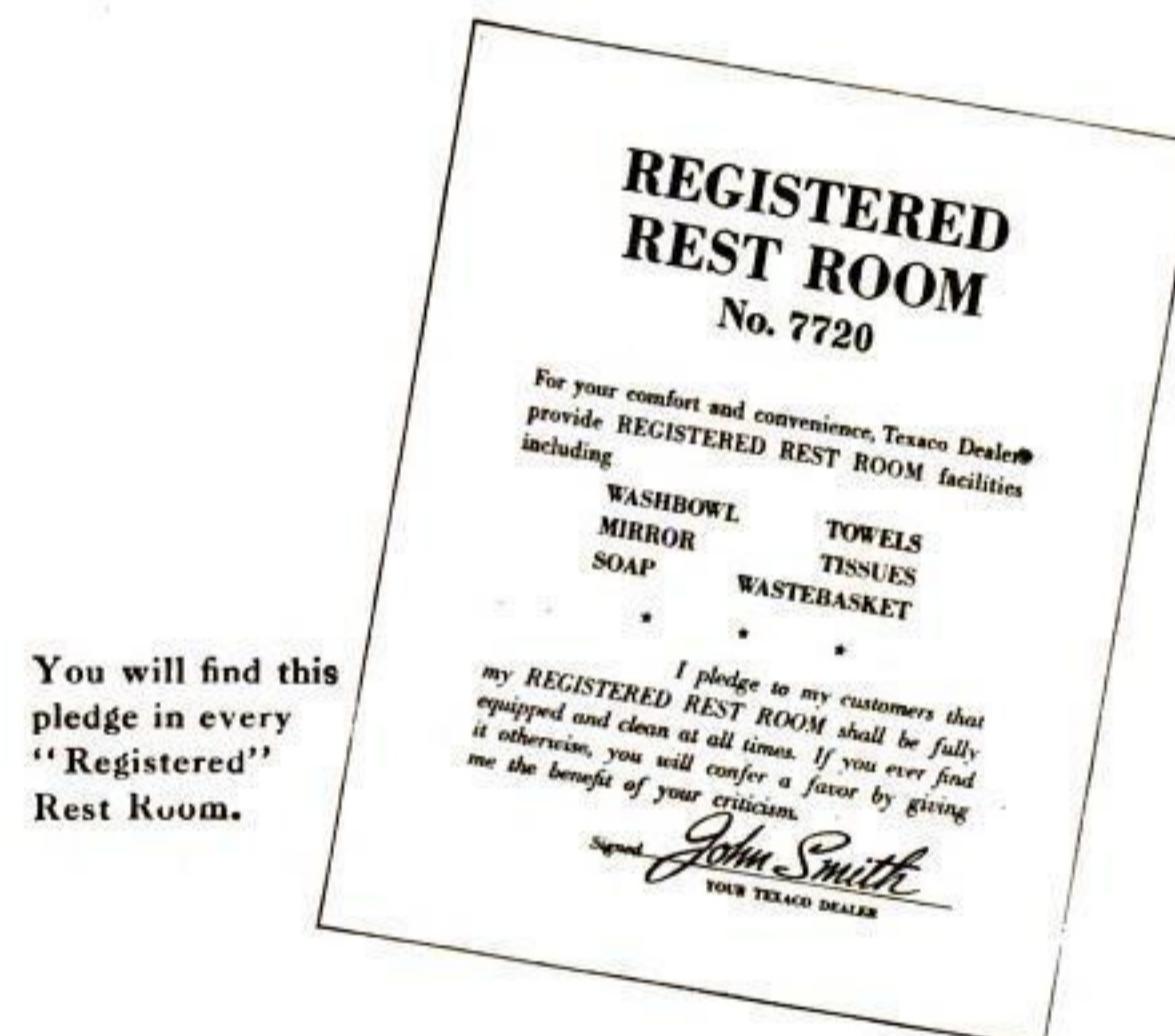
"White Patrol" inspection cars are on the road in all 48 States helping us to maintain our high standard of service.

We Texaco Dealers from coast-to-coast invite you to use these "Registered" Rest Rooms.

Try a Texaco Dealer next time . . .

TEXACO DEALERS

This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company . . . makers of Fire-Chief Gasoline, New Texaco Motor Oil, Havoline, Marfak and more than 350 Industrial Lubricants.



THE WHITE PATROL cars on the road everywhere assure you of neat, tidy rest rooms. Manned by trained inspectors, these special cars cooperate with Texaco Dealers in all 48 States to maintain the "Registered" Rest Room standards of our pledges, above.

Life Goes to a Party



IN THIS IMMENSE EXERCISE YARD, SAN QUENTIN PRISONERS TURN OUT FOR THEIR ANNUAL SHOW

with the convicts in California's
San Quentin Prison

Across the bay near San Francisco stands San Quentin—biggest and best-known State prison on the West Coast. Comparable to New York's Sing Sing, it confines some 5,300 run-of-the-mill criminals. (California's really bad men are at Folsom Prison.) Once a year San Quentin's convicts put on a great show in the prison yard. Scenes from the last one, looking more like a Princeton Triangle or Harvard Hasty Pudding Club show than a penitentiary, are shown on these pages. To celebrate their annual festival, prisoners danced, sang, gave vaudeville skits, wore gay costumes made in the prison tailor shop. For some notorious San Quentin criminals who missed the party, turn the following page.



THE PRISON SHOW HAD A FEMALE IMPERSONATOR



SAN QUENTIN INMATES FORMED THIS BAND OF MUSICAL CLOWNS TO ENTERTAIN THEIR FELLOWS



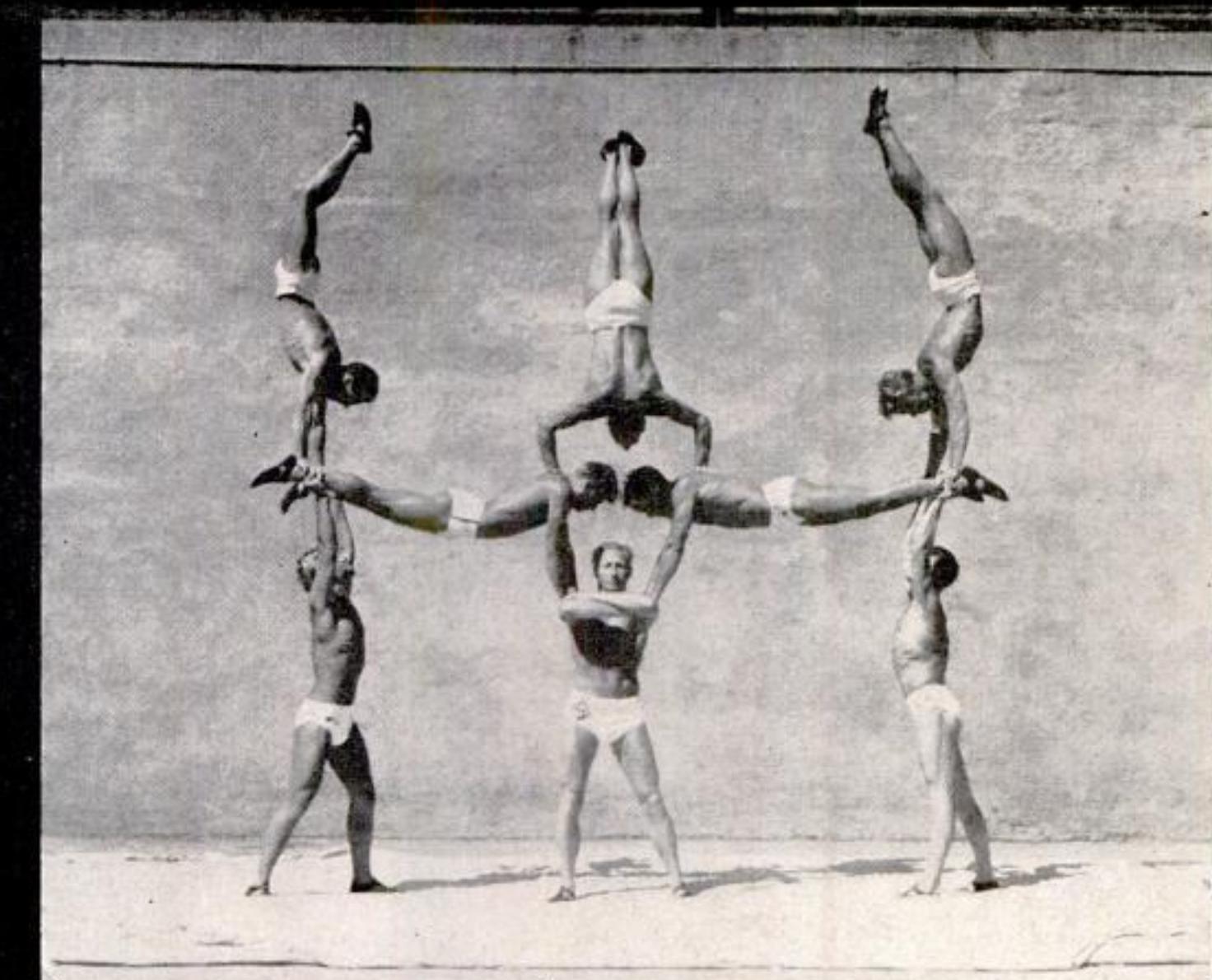
TWO COLORED CONVICTS BROUGHT THE "HARLEM HOP" TO CALIFORNIA



AN HAWAIIAN HULA DANCE WAS PART OF THE DAY'S REPERTOIRE



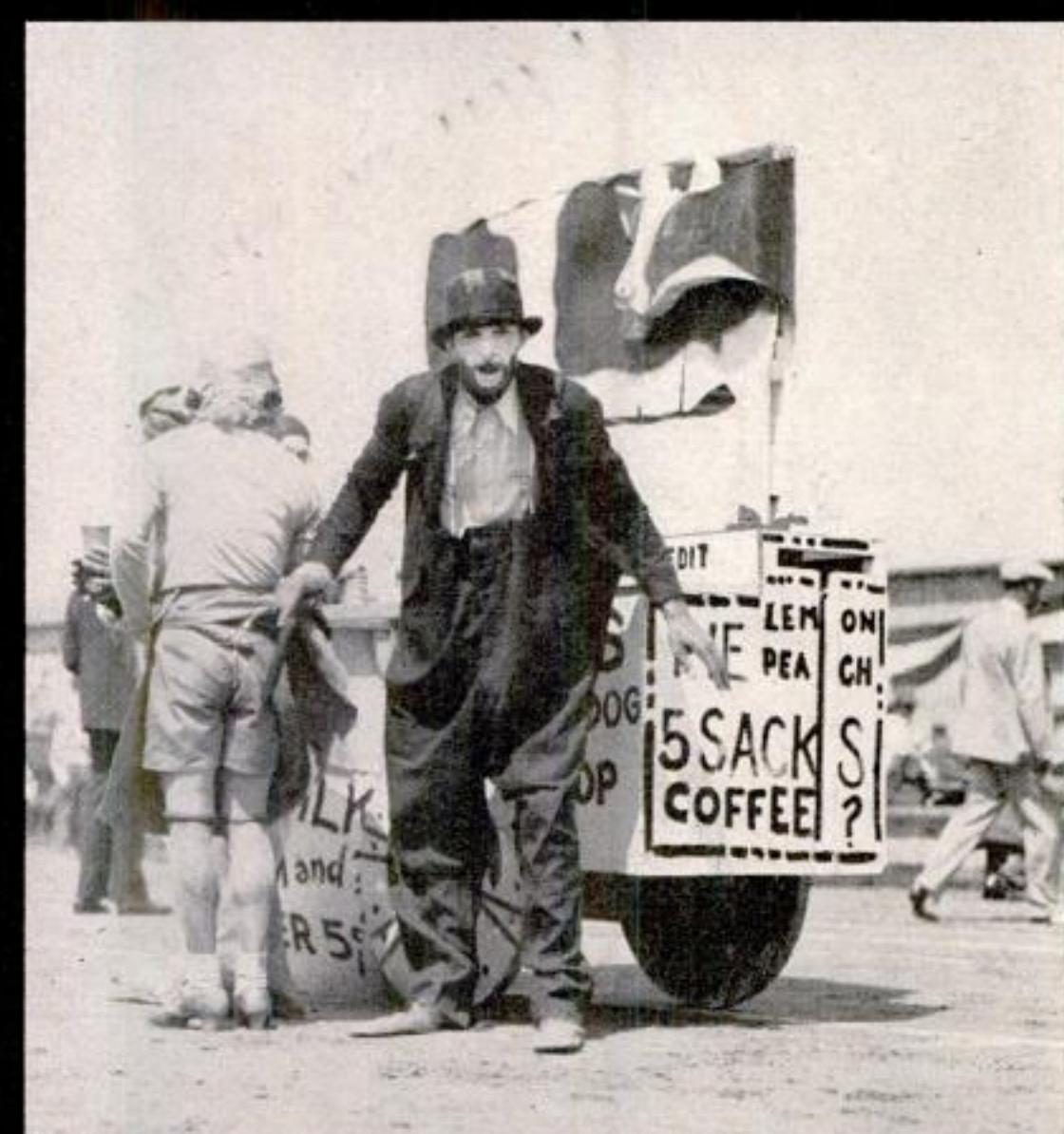
PRISON CLOWNS WORKED UP AN EXPLOSIVE ACT COMPLETE WITH POLICEMAN



ONE CONVICT (STANDING, CENTRE) JOINS OUTSIDERS IN ACROBATIC ACT



SAN QUENTIN ACTORS, LIKE THIS QUARTET, ENJOYED THE SHOW EVEN MORE THAN THE AUDIENCE



THIS PRISON CLOWN REVEALS PRISON CONDITIONS



TWO CONVICTS SHOW ACROBATIC SKILL



SEVEN OUT OF EVERY HUNDRED SAN QUENTIN INMATES ARE NEGROES. ABOVE, AN EXTRACURRICULAR SKIT

CONTINUED ON NEXT PAGE

Copyrighted material

**LIFE'S
SWEET IN A
Pennsylvania
SPRINGTIME**

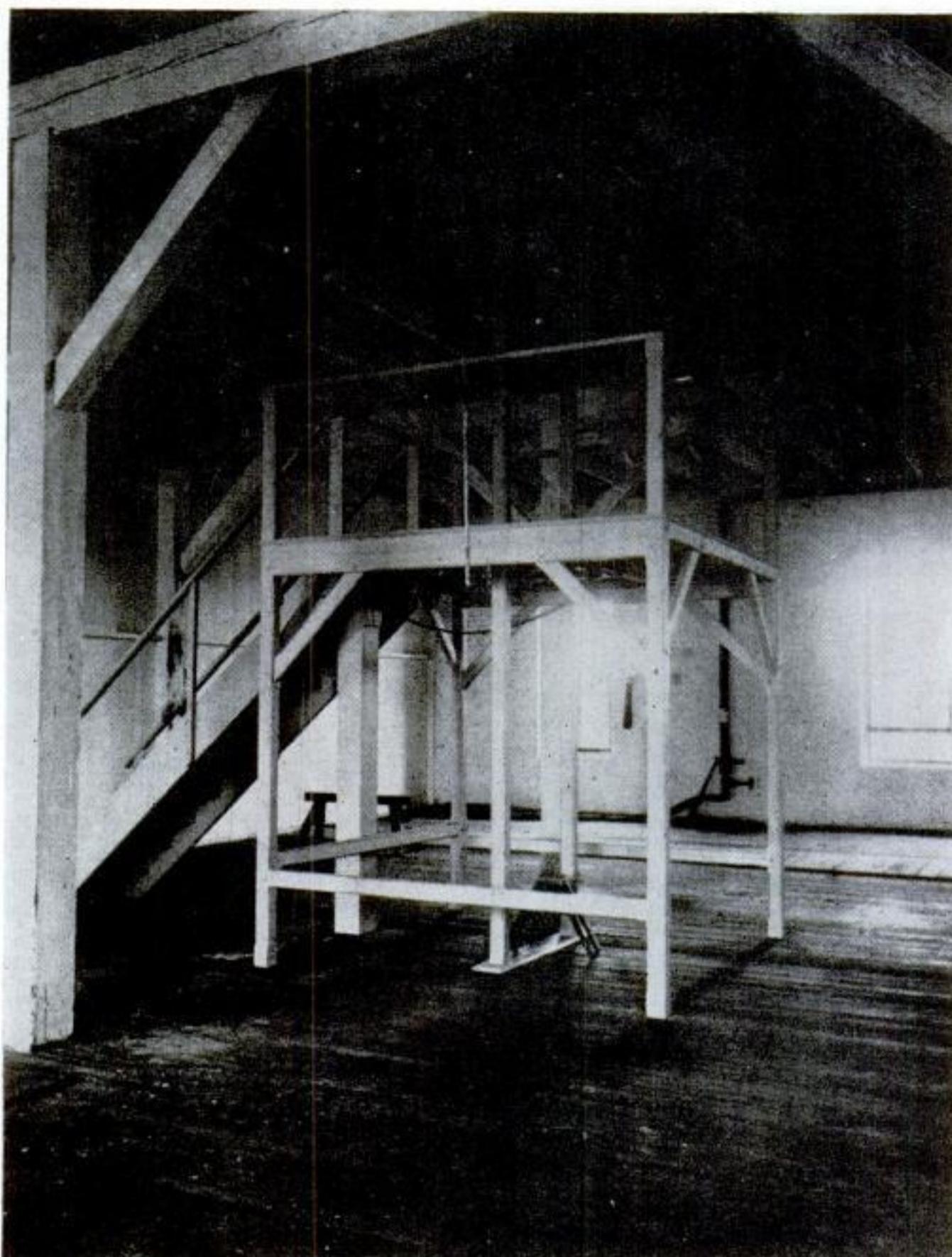
Come out of that Winter hibernation! Come to grand old Pennsylvania when dogwood's out, and the incense of orchards fills the May breeze—or later, in June, when all the mountains are abloom with laurel. • You'll enjoy it—every minute—and we'll enjoy having you!

THE EYES OF THE NATION will be on GETTYSBURG, July 1 to 4
75th Anniversary of the Battle... Last Reunion of the Blue and Gray... an event you must not miss—bring the children!

The famed Motor Police—your guide in Penna.

GEORGE H. EARLE
GOVERNOR OF THE STATE OF PENNSYLVANIA
PENNA. STATE PUBLICITY COMMISSION HARRISBURG, PA.

Life's Party (continued)



San Quentin's gallows, painted baby blue, will eventually be supplanted by a lethal gas chamber. Below: some of the 210 men who have been executed here since 1894.



Gordon Stewart Northcott, 23-year-old California chicken rancher, was hanged Oct. 2, 1930 for the murder of three young boys. It took him twelve minutes to die.



Alexander Mackay, a British subject, was hanged on May 22, 1936 for kidnapping members of California's Prison Board in an abortive escape attempt at San Quentin.



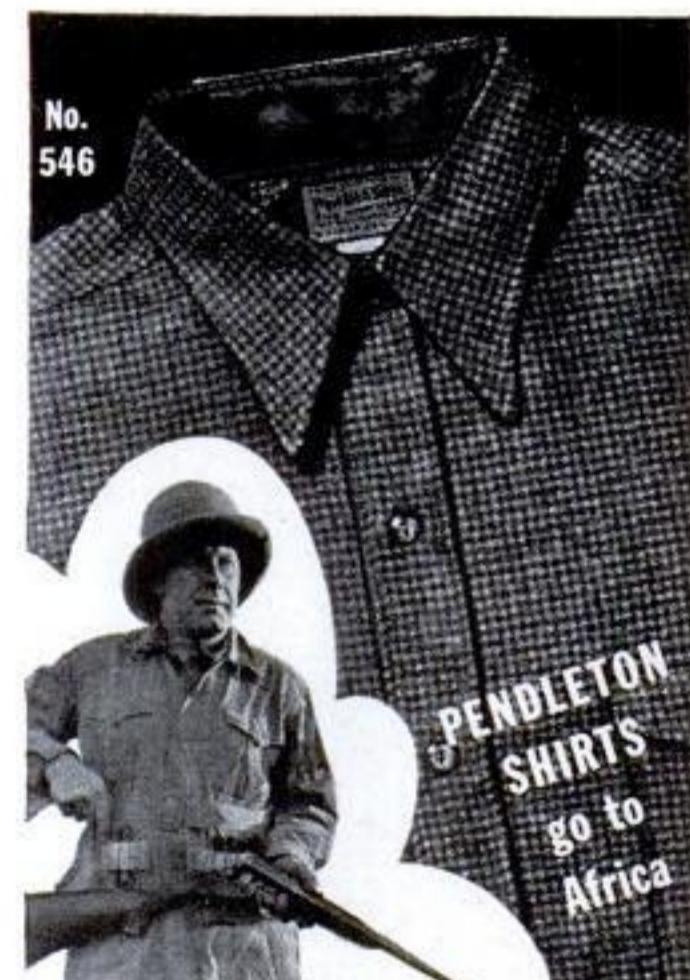
VERMONT

Turn to the famed Green Mountains for a season of sheer delight—a unique vacationland of scenery and greenery, of pastoral charm and rugged grandeur. In town or country or by superb waters, all Vermont is invitingly laced with fine highways for touring enjoyment, mountain trails for rider and hiker, dotted with State-inspected resorts and guest homes affording hospitality and recreation typical of Unspoiled Vermont.

DEPT. OF CONSERVATION
AND DEVELOPMENT
Publicity Service, 34 State
House, Montpelier, Vt.

FREE BOOK

New, handsomely illustrated pre-view of Vermont tours, vacations, year-round attractions, with list of other free publications.



• Gus Peret, well-known big game hunter and marksman, has worn Pendleton shirts for many years. These fine wool shirts are the choice of thousands of other outdoor men throughout the world. Pendletons are woven from select long fibres of pure virgin fleece. The Pendleton label identifies the garment as the finest available for its intended purpose. At men's shops, department stores, sports shops, \$5 to \$10.

PASTE ON PENNY POSTCARD OR WRITE
PENDLETON WOOLEN MILLS
Portland, Oregon. L-A2

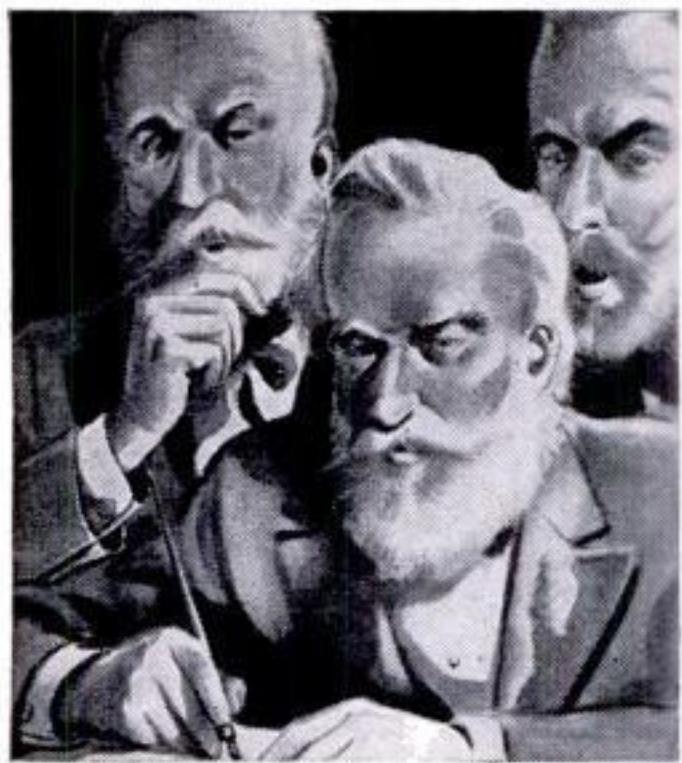
Please send FREE illustrated shirt catalog, swatches.

Name _____

Address _____

I buy my sportswear from: _____

PENDLETON VIRGIN WOOL Shirts

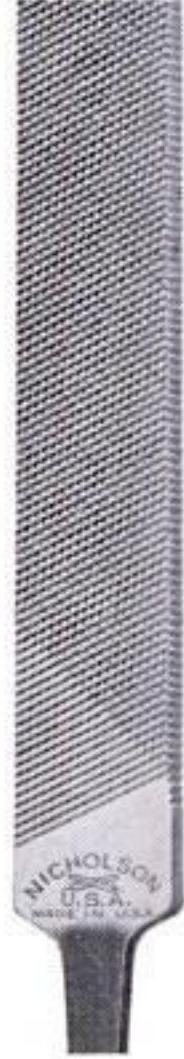


**SCIENTISTS WROTE
EDITORS,**

when the first "iron horse" appeared, stating that 14 miles per hour was the top speed for any train. Files, too, were thought to have reached perfection until the Nicholson File Company introduced the new Patented Tooth Construction which has made the removal of metal far faster than ever before. Nicholson File Company, Providence, R. I., U. S. A.

PATENTED

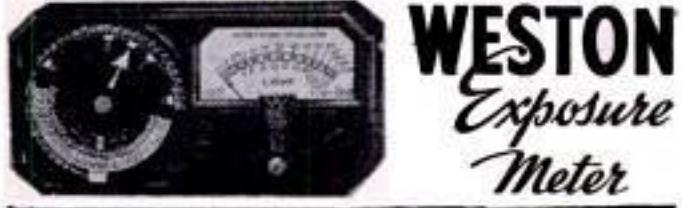
A FILE FOR EVERY PURPOSE



**GO BACK ANYTIME
WITH PERFECT PHOTOS!**



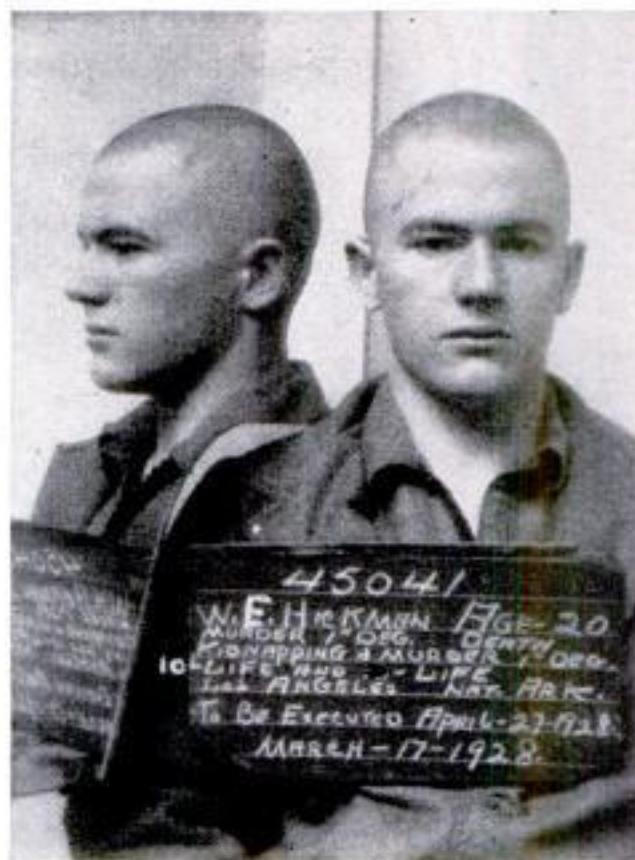
Nothing more treasured than a set of perfect photos of your days on the stream or in camp. Be sure, this year, that your photos are worth while . . . all correctly exposed. Just take a WESTON Meter with you, and thus insure perfect exposures . . . worth while pictures . . . every shot. The WESTON is compact, and simple to use with any camera or film. Be sure to see one at your photo dealer's, or write now for complete literature. Weston Electrical Instrument Corporation, 645 Frelinghuysen Avenue, Newark, N. J.



WESTON
*Exposure
Meter*



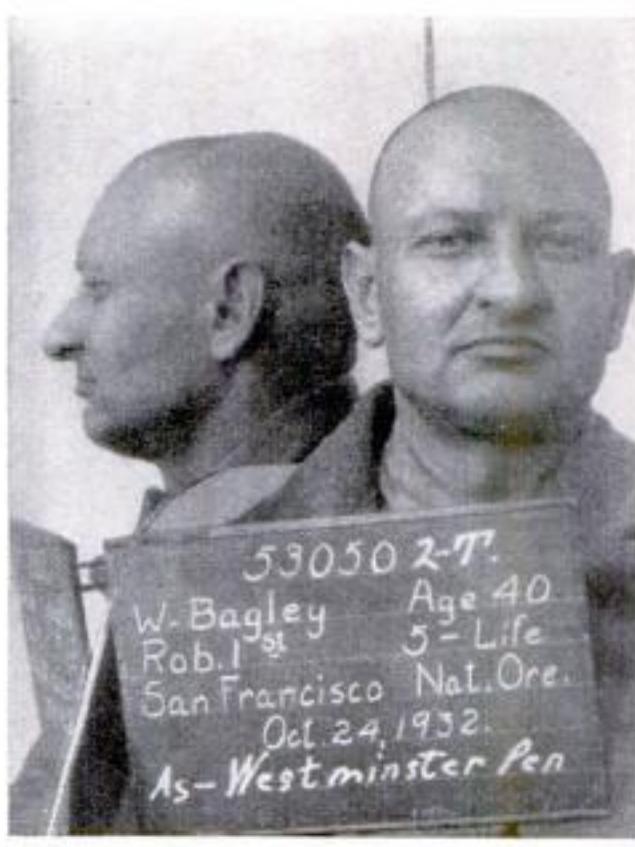
William Edward Hickman of Kansas City, 20, was hanged on Oct. 19, 1928 for the kidnaping and murder of 12-year-old Marion Parker, Los Angeles high-school girl.



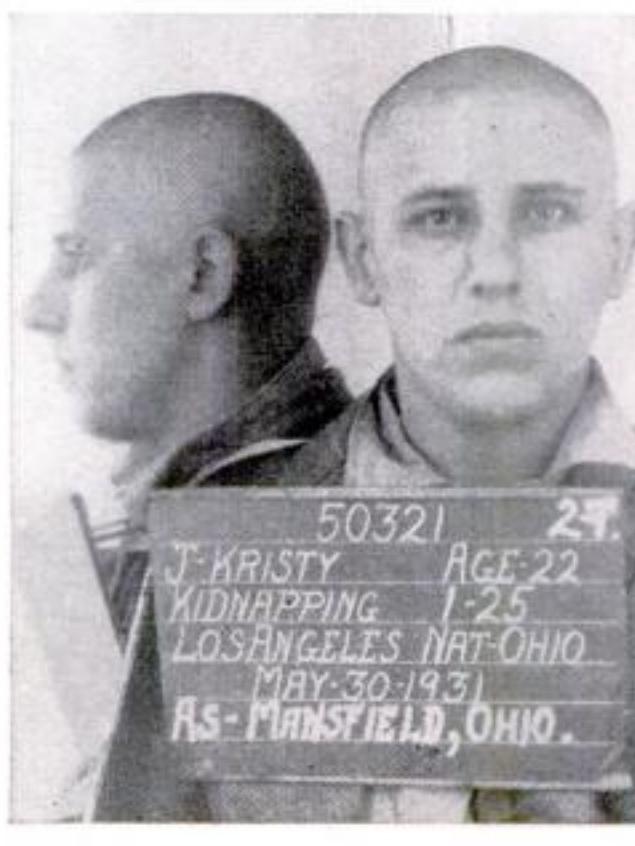
Ethan A. McNabb, 37, originally serving a life term at San Quentin for murder, was hanged Sept. 6, 1935 for an escape attempt which took place on March 12, 1934.



William Bagley, 43, was hanged on the double gallows with Convict McNabb (above) for taking part in the same escape attempt in which a fellow convict was killed.



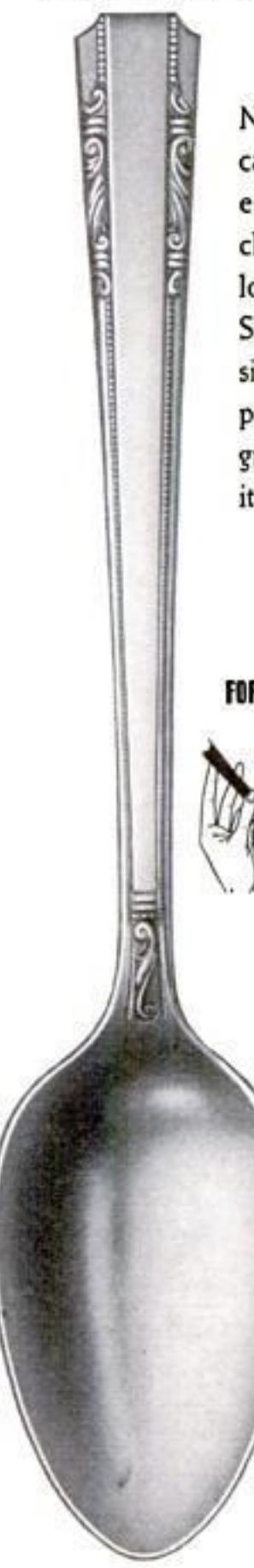
Joseph Kristy was hanged on May 22, 1936 together with Mackay (opposite) for kidnaping in the same prison break. They were caught only after a wild auto chase.



ANN SHERIDAN, appearing in Warner Bros. production, "The Mystery of Hunting End."



Personality
**A GLAMOROUS NEW
PATTERN IN
Wallace Silver Shod**



Named Personality because that word expresses best its indefinable charm and appeal. This lovely pattern is Silver Shod . . . a disc of sterling silver is fused in at the point where wear is the greatest. At that point it is Solid Silver Shod.



* To Introduce
Personality into
Your Home . . .

**58
PIECES FOR
\$54**

Regular open stock
value \$69. A hand-
some chest free!

Wallace Silversmiths
FOUNDED 1835
WALLINGFORD, CONNECTICUT

PICTURES TO THE EDITORS

"LUCKY BREAK"

Sirs:

The accompanying pictures of the serious fire here in Ridgefield a month ago are the result of a lucky break. That is, lucky for me, but hardly lucky for Mr. Steele Roberts, whose house was totally destroyed.

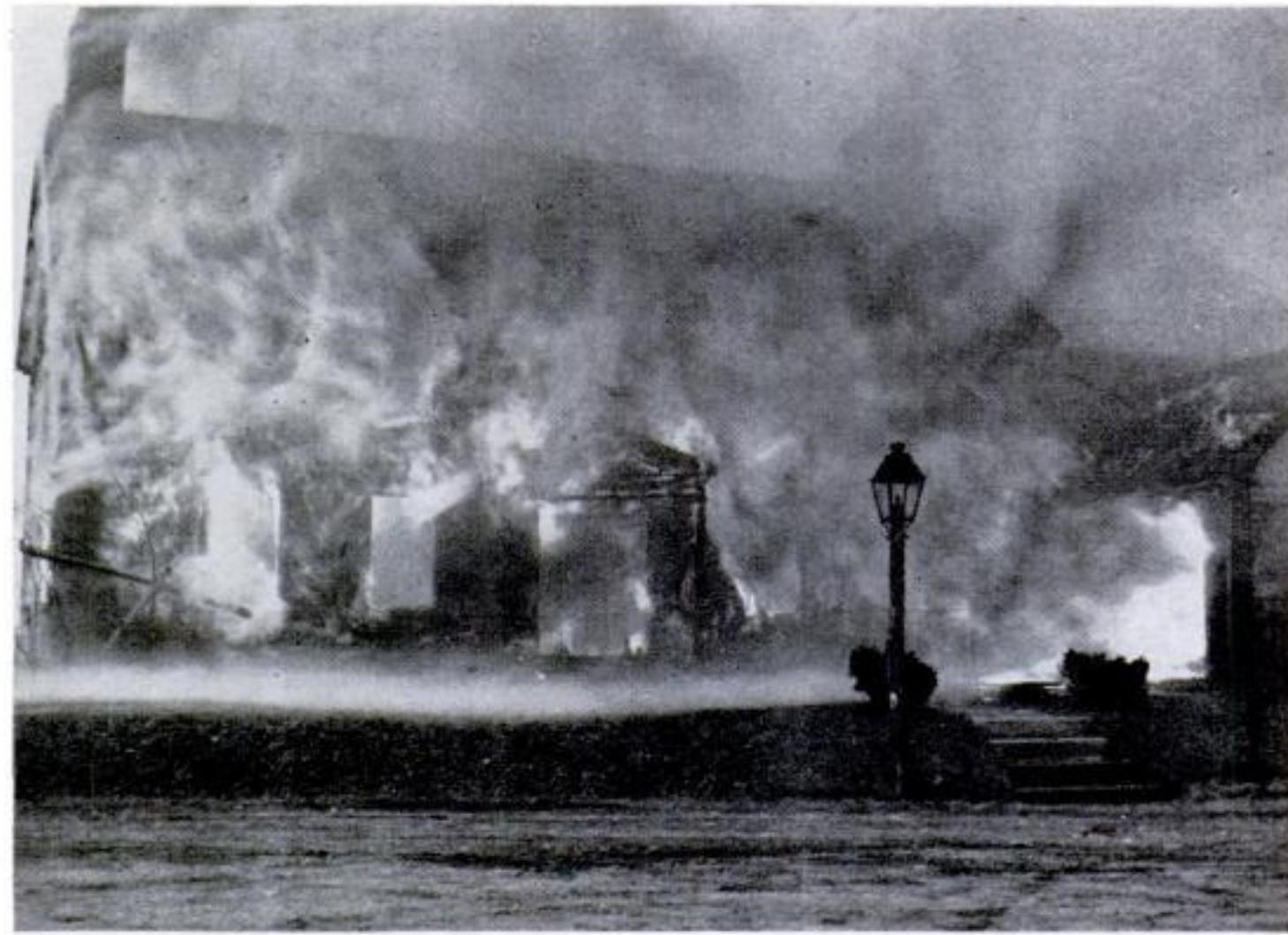
Being interested in amateur photography, I usually carry my camera with me. As a member of the local volunteer fire department, I responded to the fire whistle. When the firemen reached the scene, the inside of the house was a seething mass of flame. It had not been discovered until the fire had gained such headway that there was no hope for the building.

Even at this time the outside of the house was intact and it was a swell chance for some fire pictures. I was able to get a complete series which tell their own story.

Mr. Roberts had lived in the house for less than six months. He moved in as soon as its construction was completed. The insurance company paid him \$30,000 on the loss.

JOSEPH BACCHIOCHI

Ridgefield, Conn.



HOW TO SEE TWICE AS MUCH OF THE WEST on your trip to California!



When you plan your trip to California this year, you'll probably want to include Los Angeles, glamorous Hollywood and lovely Santa Barbara, San Francisco's tremendous bridges, the Big Trees, Yosemite National Park and Del Monte's "Circle of Enchantment" on the Monterey Peninsula. Southern Pacific will show you these and many other California attractions. But how about the rest of the West?

MOUNTAINS, LAKES, CAVERNS

Wouldn't you like to see the purple mountains and cactus forests near Phoenix and Tucson, the blue lakes and soaring, snow-capped peaks of Oregon and Washington, old New Orleans, where romance lurks in every doorway, and Reno, "the biggest little city in the world"? Wouldn't you like to stand on the brink of Crater Lake and make the thrilling trip from El Paso to the great, stone-draped rooms of Carlsbad Caverns National Park? All this you can see and do on a Southern Pacific ticket

to California, simply by going one way and returning another. As the little map shows, we have *Four Scenic Routes to California*. If you go to California on one of these routes and return on another one, you see an entirely different part of the United States each way. You see **TWICE AS MUCH** of California and the West as you would by going and returning on the same route, for not 1¢ extra rail fare (in most cases).

You'll enjoy real western hospitality on such famous trains as the giant new Streamliner *City of San Francisco*, the *Overland Limited*, the royal *Forty-Niner*, *Golden State Limited*, *Sunset Limited*, *Cascade*, the thrifty *San Francisco Challenger* and *Californian*, and the *Daylight*, America's most beautiful train.

FREE TRAVEL SERVICE!

For Southern Pacific's big illustrated travel guide, *How to See the Whole Pacific Coast*, write O. P. Bartlett,



Dept. LE-4, 310 South Michigan Avenue, Chicago. He will also send you a post card to mail if you wish a detailed itinerary, with costs. No charge for this service. No obligation.

Southern Pacific representatives in principal eastern cities are authorities on the West. They will be glad to personally help you plan your trip. See your telephone directory.

SOUTHERN PACIFIC



THE WEST'S GREATEST TRANSPORTATION SYSTEM

OLD-AGE PLAN for TIRED TIRES

by don herold

• Usually, when we try to get the last 20 cents' worth of wear out of a suit of clothes or an old tire, it's a mistake.

A lot of the value of a suit of clothes is in the build-up it gives us with ourselves and others... before it starts to look tacky.

A lot of the value of a good tire is the safety it has while there's life in its rubber and fabric, and road-grip in its tread design.

When a tire is smooth on the outside, it's tired inside... with the thousands of flexings it's had.



The average driver figures he's saving the cost of a new tire by postponing its purchase. He ain't. He's saving only the value of those last few risky miles, and it isn't worth the gamble.

Did you ever figure how little those last few dangerous miles are worth? Pardon a table I got from the Kelly-Springfield people. It shows you save only a very few dimes per 1000 miles by risking your neck on "smoothies."

New Tire Cost	TOTAL MILEAGE					
	15M	16M	17M	18M	19M	20M
\$6.00	\$40	\$38	\$35	\$33	\$32	\$30
7.00	.47	.44	.41	.39	.37	.35
8.00	.53	.50	.47	.44	.42	.40
9.00	.60	.56	.53	.50	.47	.45
10.00	.67	.63	.59	.56	.53	.50
11.00	.73	.69	.65	.61	.58	.55
12.00	.80	.75	.71	.67	.63	.60
13.00	.87	.81	.77	.72	.69	.65
14.00	.93	.88	.82	.78	.74	.70
15.00	1.00	.94	.88	.84	.80	.75

Take the cost of your size Kelly. Run across to your present tire mileage. The figure you see shows about the value per 1000 miles left.

You can save (really save) by swapping your old tires in at your Kelly dealer's on tough, rugged Kellys with their *Armorubber* Treads—tough because of Kelly's special process of mixing a greater quantity of carbon black more evenly and more thoroughly into and throughout their rubber compound.



KELLY Springfield
TIRES
DEPENDABLE FOR 44 YEARS

PICTURES TO THE EDITORS

(continued)



OLD BESS & PLANT DIET

Sirs:

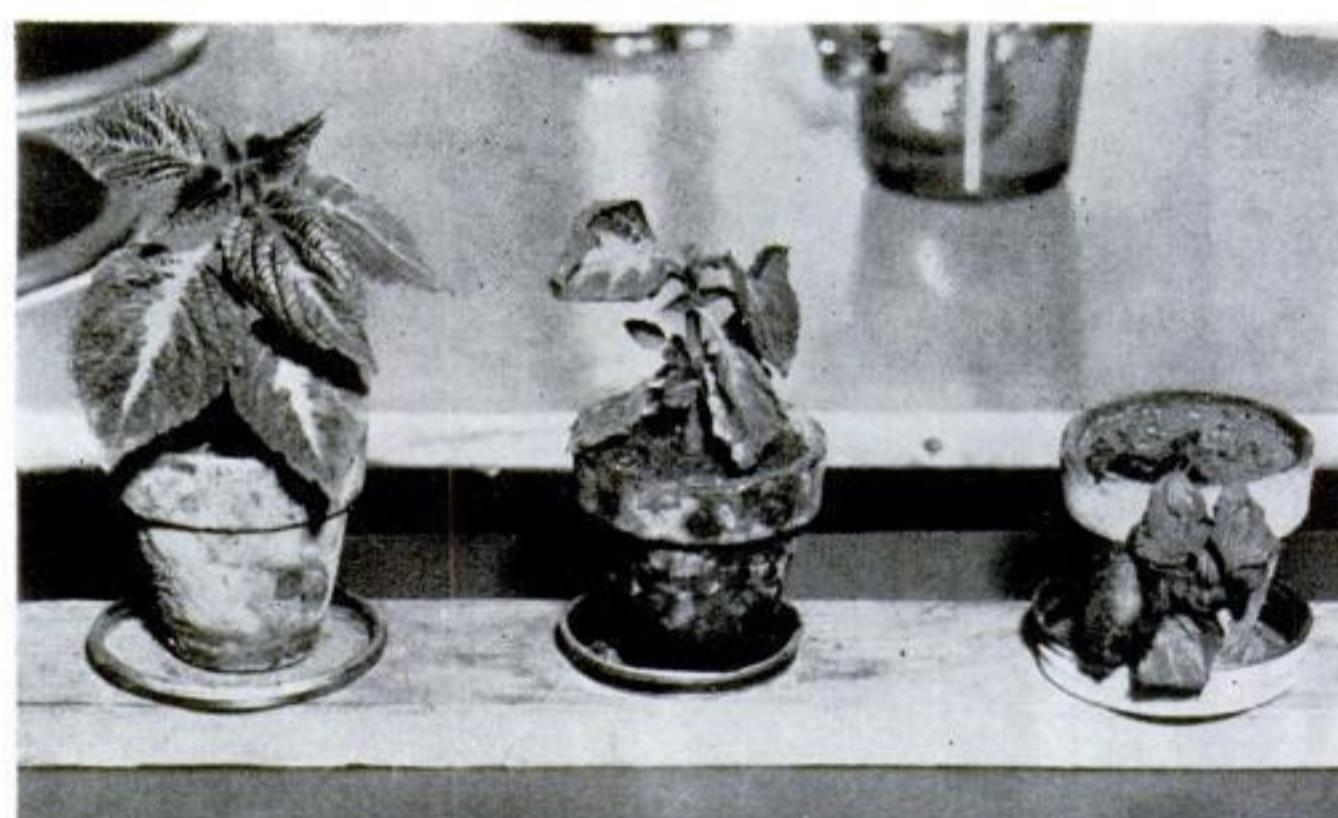
Enclosed find a picture of Old Bess, 51-year-old Hebron, Neb., horse who died the week of March 20. She appeared on the streets of Hebron about two weeks before her death, hitched to this old buggy.

On March 21, L. A. Pine of Omaha started three plants on "diets" of water, beer and whisky. On April 2, *World-Herald*

Herald Staff Photographer John Savage took this picture (below). At left is the plant which flourished on water; centre, the plant that drank beer; and right, the plant that died on whisky.

RAY MACKLAND

The World-Herald
Omaha, Neb.



OLD JOKE

Sirs:

I was much interested in your April Fool pictures in your April 4 issue. These pictures are nothing new. I enclose a picture of a friend of mine taken more than 40 years ago when the photographer, being a friend of his, cut his head off.

M. C. LASELL
Aberdeen, S. Dak.

ONE MOTHER TELLS ANOTHER!



Now millions praise

the new

SCIENTIFICALLY IMPROVED EX-LAX

FOR YEARS, millions of mothers have given Ex-Lax to their children to relieve constipation... "It's just the thing for youngsters," they said, "so gentle and effective, and yet so easy to take."

And now the word is spreading—Ex-Lax has been Scientifically Improved! America's most popular family laxative is even better than before! Better in 3 important ways:

TASTES BETTER THAN EVER!

Ex-Lax now has a smoother, richer chocolate flavor. It tastes even better than before!

ACTS BETTER THAN EVER!

Ex-Lax is now even more effective! Empties the bowels thoroughly and more smoothly in less time than before.

MORE GENTLE THAN EVER!

Ex-Lax is today so remarkably gentle that, except for the relief you enjoy, you scarcely realize you have taken a laxative.

All druggists now have the new Scientifically Improved Ex-Lax in 10c and 25c sizes. The box is the same as always—but the contents are better than ever! Try it!

See life . . . see the world . . .

eyewitness great events . . .

in

LIFE

SEA SICKNESS

Quick Relief

Mother'sills

SEASICK REMEDY

**SPECIALLY
FOR
BABY**
CUTICURA
SOAP and OINTMENT

Hospitals
rely on Cuticura.
Baby's touchy
skin deserves
this special care.

*Break
100?*



CLUB CHAMP: "Your cup, Mr. Jolly—and congratulations! Going to fill it with champagne?"

MR. JOLLY: "Not on your life! Great moments like this, I always DOUBLE MY ENJOYMENT with Ten High!"

CLUB CHAMP: "Ah—a whiskey connoisseur!...Say, d'you mind if we DOUBLE OUR ENJOYMENT together? I'm a Ten High fan, too!"

Want to double *your* enjoyment of any high spot occasion? Then you'll want TEN HIGH! For this famous bourbon with "No Rough Edges" gets its flavor by slowly ripening winter as well as summer in weather-controlled rackhouses, week after week, month after month, 2 long years thru!

*Double your enjoyment
with*

TEN HIGH STRAIGHT BOURBON WHISKEY

CALL FOR TEN HIGH

Hiram Walker's

THE HIGH-SPOTS OF LIFE



90 PROOF Hiram Walker & Sons Inc., Peoria, Illinois; Distilleries at Peoria; Walkerville, Ontario; Glasgow, Scotland

Joe DiMaggio

HAS SOMETHING
TO SAY ABOUT HOW
DIFFERENT
CIGARETTES
CAN BE!



"How about it, Joe, do you find that Camels are different from other cigarettes?"

"Any all-cigarettes-are-alike talk doesn't jibe with my experience. There's a big difference. *Camels* have a lot extra. I've smoked *Camels* steadily for 5 years, and found that *Camel* is the cigarette that *agrees* with me, in a lot of ways. Good taste. Mildness. Easy on the throat. And *Camels* don't give me the feeling of having jumpy nerves."



JOE LIKES to go down to the wharf, where he used to work helping his father, and keep his hand in on mending nets. His family are fisher folk from away back. DiMaggio is husky—stands 6 feet tall—weighs around 185 pounds. His nerves are h-e-a-l-t-h-y!

WHEN BILL GRAHAM saw Joe DiMaggio pull out his package of *Camels*, he thought it was a good time to get Joe's opinion on smoking. Joe came straight to the point: "There's a big difference between *Camels* and the others." Like Joe DiMaggio—like millions of other *Camel* smokers—you, too, will find in *Camels* a matchless blend of finer, more expensive tobaccos—Turkish and Domestic.



DURING THE WINTER, Joe's pretty busy at his restaurant in San Francisco. Ask Joe what he does when he's tired—"I get a lift with a *Camel*," he says. "That's another way I can spot a difference between *Camels* and other cigarettes."

JOE OFTEN dons the chef's hat himself. He has a double reason to be interested in good digestion—as a chef and as a ball player. On this score he says: "I smoke *Camels* with my meals and afterwards—for digestion's sake."

Camels are a matchless blend of finer, MORE EXPENSIVE TOBACCO... Turkish and Domestic



PEOPLE DO APPRECIATE THE COSTLIER TOBACCO IN **CAMELS**

THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA

JOE'S GRIP. "Ball players go for *Camels* in a big way," he says. When someone mentioned that he had a sensitive throat, Joe remarked: "That's why I stick to *Camels*. They don't irritate my throat."

"Camels agree with me"

ONE SMOKER TELLS ANOTHER

"We know tobacco because we grow it..."

"When *Camel* says 'costlier tobaccos' I know it's right," says Mr. Edward Estes, capable young planter, who knows tobacco from the ground up. "Take my last crop, for instance. *Camel* bought all the best parts—paid me the most I've ever gotten. The men who grow tobacco know what to smoke—*Camels*!"



"Last year I had the dandiest crop ever," says Mr. Roy Jones, another experienced planter who prefers *Camels*. "The *Camel* people paid more to get my choice lots. I smoke *Camels* because I know they use finer, costlier tobaccos in 'em. It's not surprising that *Camel*'s the leading cigarette with us planters."



Mr. Harold Craig, too, is a successful grower who gives the planter's slant on the subject of the quality of leaf tobacco used for *Camels*. "I'm the fellow who gets the check—so I know that *Camels* use more expensive tobaccos. *Camel* got the best of my last crop. That holds true with most planters I know, too. You bet I smoke *Camels*. I know that those costlier tobaccos in *Camels* do make a difference."



Last year, Mr. Walter Devine's tobacco brought the highest price in his market. "*Camel* paid top prices for my best lots," he says. "And I noticed at the auction other planters got top prices from the *Camel* buyers too when their tobacco was extra-choice grade. Being in the tobacco growing business, I'm partial to *Camels*. Most of the other big growers here feel the same way."

**"We smoke
Camels because
we know tobacco"**

**TOBACCO
PLANTERS SAY**

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Winston-Salem, North Carolina